Mondottica signs worldwide licence agreement for Ducati eyewear

By Gianluca Bolelli - 2 March 2017

After striking a deal with French fashion group SMCP for the development of the eyewear lines for the Sandro and Maje labels, British group Mondottica International has signed a worldwide licence agreement with Italian motorcycle manufacturer Ducati, founded in 1926 in Borgo Panigale, for the creation of its three eyewear collections.

According to Michael Jardine, founder and CEO of Mondottica, "No other brand in the motor-cycling world has a history so rich in success as Ducati: we are delighted with this partnership. We will work with Ducati to redefine the future of the men's eyewear segment."

The licence agreement is valid until end 2022 and covers the entire range of eyeglasses and sunglasses in Ducati’s three collections: Ducati, Ducati Corse and Ducati Scrambler.

The company stated that the key markets in Mondottica's distribution strategy for Ducati will be Italy, France and Spain.

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