Bally licences eyewear to Marcolin until 2023

By Olivier Guyot - 30 May 2018

Italian eyewear manufacturer Marcolin has added another string to its bow, after signing a licence agreement for the production and exclusive worldwide distribution of Bally’s eyeglasses and sunglasses. The licence period starts in 2019 and will last initially for five years, with the option of a four-year extension.
The new Bally eyewear collection will première in Asia and will be distributed in the rest of the world only at a later stage. "The decision to introduce Bally in Asia is consistent with our strategy of focusing and investing in this market, among the most important for the Marcolin group," said the eyewear manufacturer’s CEO Massimo Renon.

The long-established Swiss luxury shoes and accessories label was bought last February by Chinese conglomerate Shandong Ruyi, which also owns the SMCP (Sandro, Maje, Claudie Pierlot) fashion group and the Trinity group (Cerruti 1881, Kent & Curwen, Gieves & Hawkes). In 2017, after a stagnation which lasted several years, Bally recorded significant sales growth, under the aegis of CEO Frédéric de Narp.

The excellent sales results Bally posted in Asia - according to Reuters, more than half of Bally’s sales are made with Chinese clients - led the two partners to choose the Asian market as the first stage in the launch of the new eyewear collections. “Asia was an obvious choice, it's a market close to Bally’s heart, and also the home of some of the world's most demanding and forward-thinking clients,” said Frédéric de Narp.

In the 2017 financial year, Marcolin generated a revenue of €469.1 million. Its portfolio includes 28 licensed brands, among them Tom Ford, Roberto Cavalli, Atelier Swarovski, Tod's and Emilio Pucci. The northern Italian group recently signed a major joint-venture agreement with LVMH, creating Thélios, a company in which Marcolin has a 49% stake and the French luxury giant a 51% one. The new company will initially work on Céline eyewear, before adding other luxury labels to its portfolio.

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