Marcolin continues Diesel partnership

By Dominique Muret - May 29, 2017

Marcolin and Diesel have announced an early renewal of their eyewear partnership. The Italian eyewear specialist held by the Pai private equity firm, and the jeans label belonging to Italian group OTB, helmed by Renzo Rosso, have renewed their licence agreement until 2023. This will link the companies until then for the design, manufacture and worldwide distribution of Diesel sunglasses and glasses, the companies stated in a press release.

A first licensing contract was signed by the two companies in 2010. The new agreement underscores the will of both "to pursue an ever more stable partnership dependent on a communal approach to continued research and experimentation," according to the press release.

Marcolin manufactures and distributes eyewear under licence for other labels including Tom Ford, Balenciaga, Moncler, Roberto Cavalli, Dsquared2, Kenneth Cole, Ermengildo Zegna, Tod's and Emilio Pucci.

The Italian eyewear specialist has doubled its revenue since 2010, to 441.9 million euros in 2016 with a net profit of 12.2 million euros. On the list of future projects is the creation of an eyewear-sector joint venture from 2018 with French luxury group LVMH, for brands Céline and Louis Vuitton.

By Dominique Muret
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