

MARCHON®

MARCHON EYEWEAR RENEWS GLOBAL LICENSING AGREEMENT WITH LACOSTE

Melville, NY (February 24, 2016) – Marchon Eyewear, Inc., one of the world’s largest manufacturers and distributors of quality eyewear and sunwear, is pleased to announce the renewal of its global licensing agreement with Lacoste, a leading urban lifestyle brand which exemplifies elegance and comfort. Originally signed in 2011, the long-term extension of the licensing agreement grants Marchon the rights to design, produce and distribute Lacoste-branded sun and ophthalmic collections.

The eyewear collections are sold in Lacoste flagship locations worldwide, leading retail stores and speciality optical retailers.

Claudio Gottardi, President and CEO of Marchon Eyewear, commented: “We are extremely pleased to continue our successful partnership with Lacoste. As a leading brand within Marchon’s portfolio, we will continue our profitable collaboration for the development of high quality eyewear that is easily identifiable with the Lacoste heritage, along with special and innovative “Made in Italy” collections.”

Sandrine Conseiller, LACOSTE Group Marketing and Branding Executive Vice President said: “We are pleased to continue developing our eyewear collections with Marchon. Innovation is part of LACOSTE’s DNA and Marchon’s expertise in R&D accentuates those attributes of our lines.”

About Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world’s largest manufacturers and distributors of quality eyewear and sunwear. The company markets its products under prestigious brand names including: Calvin Klein Collection, Calvin Klein platinum, Calvin Klein Jeans, Chloé, Columbia Sportswear, Diane von Furstenberg, Dragon, Etro, Flexon®, G-Star RAW, Karl Lagerfeld, Lacoste, Liu Jo, Marchon NYC, Marni, MCM, Nautica, Nike, Nine West, Salvatore Ferragamo, Sean John, Skaga, and Valentino. Marchon distributes its products through numerous local sales offices serving over 80,000 accounts in more than 100 countries.

About Lacoste

For Lacoste, Life is a Beautiful Sport!

Since the very first polo was created in 1933, Lacoste relies on its authentic sportive roots to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children.

With a vision to be the leading player in the premium casual wear market, the Crocodile brand is today present in 120 countries through a selective distribution network. Two Lacoste items are sold every second in the world.

As an international group gathering 10,000 women and men, Lacoste offers a complete range of products: apparel, leather goods, fragrances, footwear, eyewear, home wear, watches and underwear, all of them being elaborated in the most qualitative, responsible and ethical way. In 2014, the brand garnered a turnover of 1.9 billion euros.

For more information : www.lacoste.com

For further information:

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