

MARCHON

LONGCHAMP
PARIS

LONGCHAMP SELECTS MARCHON FOR GLOBAL EYEWEAR VENTURE

Paris – Melville (NY), February 20, 2017 - Longchamp and Marchon Eyewear, Inc. have announced the signing of a new global licensing agreement for the development, production, and distribution of Longchamp Eyewear collections under the design and creative direction of Sophie Delafontaine, Longchamp's Artistic Director. The two companies will launch the new women's lines in Fall/Winter 2017 with a full range of styles for both optical frames and sunglasses.

The aim of Longchamp's partnership with Marchon, one of the world's leading eyewear groups, is to expand the brand's reach in a major fashion accessory segment. The collections will retail in Longchamp boutiques, in selected premium optical retail locations, multi-brand fashion channels and travel retail locations worldwide.

"As a Parisian luxury fashion house, we are pleased to offer our customers the opportunity to adopt Longchamp Eyewear. Eyewear will be the ultimate touch of French elegance and Parisian lifestyle that we promote throughout the world along with our bags, ready-to-wear, shoes, luggage, and accessories," said Jean Cassegrain, CEO of Longchamp.

"Developing eyewear that reflects Longchamp's must-have, authentic products will service a need to the loyal fans of Longchamp worldwide, as well as add value to Marchon's global customer network. Longchamp is a meaningful and important addition to Marchon's brand portfolio as we continue our global expansion efforts" added Nicola Zotta, President and CEO of Marchon Eyewear.

About Longchamp

French luxury House Longchamp was founded in Paris in 1948 by Jean Cassegrain, and is still owned and run by the Cassegrain family today. Longchamp's handbags, luggage and accessories have a worldwide reputation for craftsmanship and quality, which now extends to shoes and ready-to-wear collections. Longchamp is an international brand that has maintained momentum and energy across the decades. It epitomizes French flair, fresh and inspiring creativity, as well as sharing the lives of women and men across the world who enjoy a touch of luxury every day. Refreshing advertising campaigns and exciting collaborations with artists underline the contemporary and sometimes playful spirit of Longchamp, which owns more than 300 exclusive boutiques worldwide.

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, Chloé, Columbia, Diane von Furstenberg, Dragon, Etro, Flexon®, G-Star RAW, Karl Lagerfeld, Lacoste, Liu Jo, Marchon NYC, MCM, Nautica, Nike, Nine West, Salvatore Ferragamo, Sean John and Skaga. Marchon distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries.