



## Kering Eyewear and the Maison Cartier Announce Launch of the new Cartier Spring Summer 2018 Eyewear Collection

**Paris, [October 25, 2017]** Kering Eyewear, part of the Kering Group and the Maison Cartier, owned by Compagnie Financière Richemont SA (Richemont), announce the launch of the new Cartier Eyewear Spring Summer 2018 collection, which was presented during Silmo in Paris (October 6-9, 2017), marking the official beginning of their agreement.

This unique partnership, effective January 1, 2018, will see the two leading Luxury Groups bringing their operations together to create a stronger platform for the product development, manufacturing and worldwide distribution of Cartier Eyewear. Under the terms of the agreement, Richemont has acquired a minority stake in Kering Eyewear, which has also integrated the Manufacture Cartier Lunettes entity in Sucy-en-Brie, France.

A dedicated team at Kering Eyewear will ensure the new Cartier Eyewear collection preserves the identity of the Maison Cartier with a contemporary aesthetic and will focus on the qualitative marketing and distribution strategy it has applied to all brands within the Kering Eyewear portfolio.

Roberto Vedovotto, Chairman & CEO of Kering Eyewear, said *"We are thrilled to have entered into this exceptional agreement with Richemont. Our combined, highly specialized teams will be working to build on the incredible prestige of the Maison Cartier to develop and exceed the uniqueness of the brand in the Eyewear category"*.

Cartier's legacy of savoir-faire and excellence sets the tone for the new Spring Summer 2018 Eyewear collection which transcends the Maison's signature codes to create timeless pieces. Three main collections - Santos de Cartier, C de Cartier and Panthère de Cartier - embody the brand's exclusive heritage and combine emblematic features with a contemporary design approach. The Spring Summer 2018 collection also introduces new shapes which redefine the art of Eyewear together with a strong focus on both craftsmanship and creativity.

### **About Kering Eyewear**

*Kering Eyewear is part of the Kering Group, a global Luxury Group that develops an ensemble of luxury houses in fashion, leather goods, jewelry and watches. Today, Kering Eyewear designs, develops and distributes Eyewear for a complete and well-balanced portfolio of 15 brands: Gucci, Cartier, Bottega Veneta, Saint Laurent, Alexander McQueen, Stella McCartney, Brioni, Altuzarra, Azzedine Alaïa, Boucheron, Pomellato, Puma, McQ, Christopher Kane and Tomas Maier.*

### **About the Maison Cartier**

*Founded in 1847, the Maison Cartier is one of the world's most esteemed houses of luxury. The Maison Cartier designs and manufactures exclusive collections of high and fine jewelry, wristwatches and prestige accessories, distributed through close to 300 Cartier boutiques worldwide.*

### **About Kering**

*A global Luxury Group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewelry and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin. Kering is also developing the Sport & Lifestyle brands Puma, Volcom and Cobra. By 'Empowering Imagination', Kering encourages its brands to reach their potential, in the most sustainable manner.*

### **Press Contact:**

Kering Eyewear – International Press Office Manager – Alessia Zadra [alessia.zadra@kering.com](mailto:alessia.zadra@kering.com)