

MARCHON



**MARCHON EYEWEAR, INC. AND KARL LAGERFELD B.V.
ANNOUNCE RENEWAL
OF EXCLUSIVE LONGTERM GLOBAL EYEWEAR LICENSING AGREEMENT**

PARIS, FRANCE & NEW YORK, NY, DECEMBER 11, 2017 – Marchon Eyewear, Inc., one of the world's leading manufacturers and distributors of quality eyewear and sunwear, and KARL LAGERFELD, the iconic, globally recognized designer lifestyle brand, today announced the longterm, multi-year renewal of their global eyewear licensing agreement.

This strategic licensing alliance is for the exclusive worldwide design, development, production and distribution of men's and women's ophthalmic and sunglass collections, under the KARL LAGERFELD brand name. This renewal marks the approaching, decade-long milestone since Marchon and KARL LAGERFELD first became global licensing partners in 2007, with the brand's debut collections having launched in 2008. Today, the sun and ophthalmic collections are sold worldwide in select optical retailers, department and specialty stores.

"Over the past 10 years, Marchon has proven to be a trusted partner that shares our passion for premium quality product and cutting-edge design innovation," said **Pier Paolo Righi**, CEO of KARL LAGERFELD. "As we continue to grow our overall business, we look forward to further expanding our iconic eyewear across the globe."

"We are very proud to continue our longstanding partnership with KARL LAGERFELD, one of the most influential and visionary luxury fashion brands today," said **Nicola Zotta**, CEO & President of Marchon Eyewear, Inc. "We look forward to continuing to collaborate with this innovative, fashion-conscious brand to captivate our consumers and successfully grow the KARL LAGERFELD eyewear business globally."

Fashion icon Karl Lagerfeld is globally renowned for his cutting-edge, aspirational and relevant approach to style. Under his creative direction, the KARL LAGERFELD fashion house is rooted in a DNA that's accessible-luxe and cool; its signature aesthetic combines timeless classics with a modern, rock-chic edge.

KARL LAGERFELD's portfolio includes ready-to-wear for men and women, childrenswear, bags and small leather goods. Additional collections include watches, eyewear, footwear, perfumes, candles and fashion jewellery. In 2016 the company launched KARL LAGERFELD PARIS, which brings Parisian-inspired styles to North America. The brand also introduced bridal fine jewellery and will launch a men's tailored collection in North America in 2017.

KARL LAGERFELD's expanding network includes over 80 mono-brand points of sale worldwide, plus a premium wholesale presence in Europe, the Middle East and Asia. The global women's flagship store on KARL.COM reaches 96 countries and reflects KARL LAGERFELD's expertise in engagement through digital innovation.

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Continued / Page 2

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: Airlock, Calvin Klein, Chloé, Columbia, Diane von Furstenberg, Dragon, Etro, Flexon®, G-Star RAW, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, Marchon NYC, Marni, 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. Marchon is a VSP Global® company, which as a doctor-governed company, connects its 84 million members to affordable, accessible, high-quality eye care and eyewear. Its industry-leading businesses combine to bring quality eye care insurance, high-fashion frames, customized lenses, ophthalmic technology, and connected experiences to increase access to eye care around the world.

IMAGE CREDIT: © 2017 KARL LAGERFELD

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