

FOR IMMEDIATE RELEASE

ALTAIR

Draper James

ALTAIR EYEWEAR, INC. AND DRAPER JAMES SIGN EXCLUSIVE GLOBAL LICENSING AGREEMENT FOR OPTICAL EYEWEAR

NEW YORK, NY, JULY 9, 2018 – **Altair Eyewear Inc.**, a division of **Marchon Eyewear Inc.**, one of the world's leading manufacturers and distributors of quality eyewear, and **Draper James**, the Southern-inspired lifestyle brand founded by **Reese Witherspoon**, announced today that they have entered into an exclusive global licensing agreement for the design, manufacturing and distribution of Draper James optical eyewear.

The brand's first ever optical collection will be available beginning March 2019 and will debut at Vision Expo East in New York City. The Draper James optical styles will take cues from Draper James' vibrant, upbeat ready-to-wear and accessories collections, celebrating femininity with a contemporary take on Southern charm.

"I am thrilled that Draper James is partnering with Altair Eyewear Inc., a leading expert in optical eyewear, to create a new line of glasses," said Reese Witherspoon, Draper James Founder and Creative Director. "As a lifestyle brand, I feel it's important to continue to add new categories that meet the everyday needs of our customers both in style and function."

"We are excited to embark on this venture with Draper James, a unique brand with a fresh point of view," said **Nicola Zotta**, President & CEO of Marchon Eyewear, Inc. "We look forward to partnering with Draper James and Reese Witherspoon on expressive optical eyewear collections that complement the brand's lifestyle and extend the current assortment into an exciting new category and market."

The new Draper James optical eyewear line is planned to be distributed globally and sold in optical chains and specialty retailers as well as through independent eye care practices.

About Draper James

Draper James is a Southern-inspired lifestyle brand that embodies the personal style and sensibility of its Founder and Creative Director, Reese Witherspoon. Reese named the brand after her grandparents who taught her everything she knows about gracious Southern living. Draper James brings contemporary, yet timeless Southern style to your wardrobe and home, no matter where you live. The direct-to-consumer business launched online in May 2015 followed by its flagship store in Nashville that fall. Draper James also has brick-and-mortar locations in Dallas and Lexington and Atlanta. Designed in-house, the collection consists of ready-to-wear, accessories, and home accents. For more information, please visit www.draperjames.com and follow @draperjames on Instagram, Facebook, Twitter, YouTube and Snapchat.

About Altair Eyewear, Inc.

Altair supports independent eye care professionals with advanced eyewear technologies and distinctive brands including Anne Klein, bebe, Cole Haan, Joseph Abboud, JOE Joseph Abboud, and Revlon. Altair is sold through more than 10,000 independent optical retailers. Altair is a division of Marchon Eyewear, one of the world's largest manufacturers and distributors of quality eyewear and sunwear, and a subsidiary of VSP Global. For more information, please visit www.altaireyewear.com.

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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: 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 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 88 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. For more information, please visit www.marchon.com and follow @marchoneyewear on Instagram, Facebook, Twitter and YouTube.

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LINK TO DOWNLOAD DRAPER JAMES IMAGE: <https://marchon.box.com/s/6idnhpihtp7rqwutryprnxj7k3ijbf3r>

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MEDIA CONTACTS:

Marchon Eyewear, Inc./Altair Eyewear Inc.

Emma Oldenkamp
Director of Public Relations, Americas
+1-212-293-9957
eoldenkamp@marchon.com

Draper James

Alyssa Ahern
Alison Brod Marketing + Communications
+1-212-230-1800
alyssa@alisonbrodmc.com