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V I C T O R I A B E C K H A M

Eyewear

VICTORIA BECKHAM EYEWEAR DEBUTS NEW COLLECTION FOR FALL 2019
Complete Offering of Sun and Optical Styles Introduced Globally in New Eyewear Campaign

LONDON, UK & NEW YORK, NY, OCTOBER 1, 2019 – **Victoria Beckham Eyewear** globally introduces a new women's sun and optical collection, designed in keeping with the ethos of the **Victoria Beckham** brand.

The new collection is handmade in Italy and embodies Victoria Beckham's intuitive and refined aesthetic, taking cues from the brand's distinctively modern ready-to-wear and accessory offerings with sophisticated femininity.

The collection features the finest craftsmanship and fabrication marrying signature silhouettes with directional detailing. Classic aviators are reimagined with hammered metal trim, a cat-eye is modernised with a focus on the brow, while tortoiseshell styles create rich contrast through navy and burgundy lenses. The nine optical styles echo this aesthetic with streamlined and oversized styles. Together, the collection punctuates outfits with a refined finish.

The brand's new Fall 2019 global eyewear campaign centers around three exclusive designs that epitomize the brand's style and the modern woman's attitude towards versatile and effortless elegance. The campaign's featured styles include two acetate sunglasses and an optical frame crafted from a lightweight mix of acetate and metal. Each are distinguished by a bold and unconventional twist referencing the designer's sophisticated mood.

The acetate constructions balance architectural shapes with directional cues while angular details, wide temples, and flat front designs lend a sculptural touch with frames available in a refined palette of black, tortoise, teal blue and burgundy.

Another signature silhouette, the optical navigator, gives wearers a confident look with contour. The double-bridge receives a sleek, faceted effect while the temples boast a grooved finish with a star-inspired motif.

The new eyewear line will be sold globally in selected department stores, specialty stores, and premium sun and optical retailers, as well as in Victoria Beckham retail locations and online at victoriabeckham.com beginning September 2019.

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About Victoria Beckham Limited

Victoria Beckham Limited is a London-based fashion brand, comprising multiple categories including two ready-to-wear categories: the mainline Victoria Beckham and its companion line, Victoria, Victoria Beckham together with Accessories and Eyewear. Since launching in 2008, the Victoria Beckham fashion brand has developed a distinctive and modern language of clothing. Developed at Victoria's studio in London, it showcases only the finest craftsmanship and materials. The brand has won critical acclaim and multiple industry awards, including Best Designer Brand and Brand of the Year at the British Fashion Awards. In 2017, Victoria Beckham received an OBE for her services to the fashion industry and 2018 nominated for Designer Womenswear at the British Fashion Awards.

With offices in London and New York, a flagship store in Mayfair and in central Hong Kong, and over 400 stockists in over 50 countries internationally, Victoria shows her mainline collection at London Fashion week. In 2017, NEO Investment Partners invested £30m in the business as a strategic partner and shareholder. In addition to NEO, Victoria Beckham Limited is owned by Beckham Brand Holdings, which is owned equally by Victoria Beckham, David Beckham and Simon Fuller's XIX Entertainment.

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, DKNY, Dragon, Etro, Flexon, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, Marchon NYC, Marni, MCM, Nautica, Nike, Nine West, Salvatore Ferragamo, Skaga and Victoria Beckham. Marchon Eyewear distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Marchon Eyewear is a VSP Global company, which is a doctor-governed organization focused on connecting its 88 million members to affordable, accessible, high quality eye care and eyewear. For more information, visit www.marchon.com and follow [@marchoneyewear](https://twitter.com/marchoneyewear).

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EDITORIAL CREDIT: Victoria Beckham Eyewear now available at victoriabeckham.com

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