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MARCHON
EYEWEAR | A VSP GLOBAL COMPANY

LACOSTE 

**MARCHON EYEWEAR, INC. AND LACOSTE ANNOUNCE RENEWAL
OF EXCLUSIVE GLOBAL EYEWEAR LICENSING AGREEMENT**

NEW YORK, NY, OCTOBER 12, 2021 – **Marchon Eyewear, Inc.**, one of the world’s largest manufacturers and distributors of quality eyewear and sunglasses, and **Lacoste, S.A.**, the French fashion sport brand, today announced the long-term, multi-year renewal of their global eyewear licensing agreement.

This agreement is for the exclusive design, development, production, and distribution of ophthalmic and sunglass collections under the Lacoste brand. This renewal confirms the strong alliance between the two companies since Marchon and Lacoste first engaged as licensing partners in 2011. Over the years eyewear has not only grown alongside its parent brand’s successful trajectory, but also been increasingly involved in Lacoste’s partnerships and special projects, such as the launch of the Novak Djokovic and Roland Garros eyewear collections and the sponsoring of The Miami Open and Rolex Shanghai Masters tennis tournaments.

“We are incredibly proud to continue our longstanding and successful partnership with Lacoste,” said **Nicola Zotta**, President & CEO of Marchon Eyewear, Inc. “Lacoste represents a core pillar of our global Lifestyle portfolio, and we are confident that our teams will continue to create eyewear offerings that drives the Lacoste business forward.”

“We are pleased to continue our partnership with Marchon, with whom we succeeded in developing strong collections in line with Lacoste’s DNA,” said **Catherine Spindler**, Chief Brand Officer of Lacoste. “Eyewear is an important category for our brand, which perfectly complements the Lacoste silhouette in terms of style, innovation and creativity. We have great ambitions in this category, where our fashion sport brand has a lot of potential.”

Lacoste eyewear is sold worldwide in select optical retailers, department and specialty stores, Lacoste boutiques and online at www.lacoste.com and www.eyeconic.com.

LINK TO DOWNLOAD IMAGES AND TRANSLATIONS:

<https://marchon.box.com/s/87nq733df0hr15sshdsrys8o5jk8z73j>

About Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world’s largest manufacturers and distributors of quality eyewear and sunglasses. The company markets its products under prestigious brand names including: Calvin Klein, Columbia, Converse, DKNY, Donna Karan, Dragon, Flexon, Karl Lagerfeld, Lacoste, Lanvin, Liu Jo, Longchamp, Marchon NYC, MCM, Nautica, Nike, Nine West, Pilgrim, Pure, 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.

About Lacoste

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to bring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children. At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste's timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile's aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons. The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other's values and differences. Lacoste is an international brand from MF Brands Group, established in 98 countries, throughout a network of 1100 shops. For further information on Lacoste: <https://corporate.lacoste.com/>