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MARCHON

a vsp vision company

The image shows the signature of Paul Smith in a cursive, handwritten style.

MARCHON EYEWEAR AND PAUL SMITH SIGN EXCLUSIVE LICENSING AGREEMENT FOR EYEWEAR

NEW YORK, NY and LONDON, UK SEPTEMBER 16, 2022 – Today, **Marchon Eyewear, Inc.**, one of the world's largest manufacturers and distributors of quality eyewear and sunglasses, and **Paul Smith**, Britain's leading independent design company, announced that they have entered into an exclusive, long-term global licensing agreement.

Marchon was previously responsible for the distribution of Paul Smith eyewear in North America. Under this new partnership, Marchon will now oversee the design, manufacturing, and global distribution of the brand's eyewear collection beginning January 2023.

Paul Smith sun and optical styles will be designed with a classic yet modern approach, with a focus on craft and attention to detail – featuring the distinct signature styling and the organic color palette Paul Smith is known for. Customers can expect to see a mix of contemporary shapes with timeless detailing and classic design attributes, lightweight, and crafted with high-quality materials for both men and women.

"Marchon is very proud to partner with Paul Smith, an iconic brand with timeless styling," said **Thomas Burkhardt**, President of Marchon Eyewear, Inc. "We look forward to contributing to the brand's future growth around the world, while strengthening our offering within the luxury eyewear segment. The new collections will be offering new eyewear styles that will uniquely capture the essence and exceptional quality of the Paul Smith brand."

"We are delighted to be embarking on a new global eyewear partnership with Marchon. Harnessing their expertise in manufacturing and distribution and bringing our own unique approach to design and creativity, we have every confidence it will be a prosperous collaboration." **Ashley Long**, Managing Director, Paul Smith Ltd.

The new Paul Smith eyewear collection will be sold globally through select optical retailers, department and specialty stores, Paul Smith retail locations, and online at www.paulsmith.com and in the US on www.eyeconic.com

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, Shinola, Skaga, Victoria Beckham and ZEISS. 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 Vision™ company, which is focused on its purpose of empowering human potential through sight and connecting its more than 85 million members to affordable, accessible, high quality eye

care and eyewear. Marchon Eyewear has a proud history of commitment to sustainability and corporate social responsibility initiatives – EYES ON TOMORROW™ For more information, visit www.marchon.com and follow @marchoneyewear.

About Paul Smith

Paul Smith is Britain's leading independent design company. Paul Smith champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it's a shirt, a shop or a special collaboration. Paul Smith is a British company with a global outlook. What began in a small, 3 x 3 metre shop in Nottingham, England in 1970 has grown to 130 shops and counting around the world, with locations in over 60 countries. www.paulsmith.com

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