

LINDA FARROW

MARCHON

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MARCHON EYEWEAR, INC. AND LINDA FARROW SIGN EXCLUSIVE DISTRIBUTION AGREEMENT FOR NORTH AMERICA

NEW YORK, NY, SEPTEMBER 12, 2023 – **Marchon Eyewear, Inc.**, one of the world’s largest manufacturers and distributors of quality eyewear and sunglasses, and **Linda Farrow**, the iconic luxury London-based eyewear brand, today announced that they have entered into a long-term exclusive agreement for the distribution of Linda Farrow sun and optical eyewear throughout North America, including Canada and The Cayman Islands.

The Linda Farrow product offering complements Marchon’s extensive brand portfolio by offering a unique, fashion-forward line of luxury frames designed with superior craftsmanship, ultra-fine details, and uncompromised quality. The brand is known for its collaborations with many of the world’s most acclaimed designers and is well known and loved by celebrities and influencers such as Margot Robbie, Beyonce, Rihanna and Hailey Bieber.

Sun and optical frames are conceived in London and meticulously handcrafted by master engineers in Japan, using the finest and premium materials to bring the designs to life. Headquartered in London, Linda Farrow currently has boutiques in the UK, Uruguay, Hong Kong, Taiwan, and Shanghai and is stocked in more than 1,000 doors in countries worldwide.

This agreement leverages the unique scale and expertise of Marchon Eyewear’s U.S. distribution network, which enables the company and its partners to identify and target an audience reflecting the brand’s equity and DNA. In the case of Linda Farrow, the collection will be exclusively sold at select high-end independent optical stores throughout the region.

“We are thrilled to partner with Linda Farrow, a unique brand with impeccable quality and luxurious style,” said **Gabriele Bonapersona**, Chief Brand Officer, Marchon Eyewear, Inc. “By adding Linda Farrow to our distribution network, we are growing our luxury pillar of brands in our portfolio and confident this will add continued success for the brand’s future.”

“We are very much looking forward to working with Marchon Eyewear and are excited to see where the partnership takes us as a business,” said **Simon Jablon**, CEO and Creative Director of Linda Farrow.

The Linda Farrow line will be sold in the U.S. in select department stores, specialty stores, and premium sun and optical retailers, and will continue to be available in Linda Farrow boutiques.

During Vision Expo West (VEW) 2023, Marchon Eyewear will be showing Linda Farrow’s line by appointment at The Venetian Luxury Suites in Las Vegas, Nevada from September 28th – 30th. For more information or to schedule an appointment, please contact Darin Nathan (dnathan@marchon.com). Marchon Eyewear’s other brands can be viewed during VEW at the VSP Vision booth #P19087.

[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, Ferragamo, Flexon, Karl Lagerfeld, Lacoste, Lanvin, Liu Jo, Longchamp, Marchon NYC, Nautica, Nike, Nine West, Paul Smith, Pilgrim, Pure, 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