

COMMERCE

Valentino signs 10-year licensing agreement with Luxottica

February 23, 2016



Valentino fall/winter 2016 campaign

By STAFF REPORTS

Italian fashion house Valentino is translating its "coolness and style" into eyewear designs with the help of Luxottica.

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The 10-year licensing agreement between the label and the eyewear manufacturer will kick off in January 2017, with the first collection premiering early next year. Both Valentino and Luxottica share an Italian heritage and a made in Italy positioning, making this pairing a strong fit.

Looking ahead

With this agreement, Luxottica will design, manufacture and distribute Valentino eyewear globally. The eyewear created will take inspiration from Valentino's ready-to-wear collections and accessories, providing an entry-level item that embodies the house's codes.

In a brand statement, Stefano Sassi, CEO Valentino, said, "The agreement with Luxottica has a strategic value in the growth process of the brand. I believe that Luxottica is the ideal partner to develop a project of great quality and consistent with our brand values in high-end eyewear where we aim to replicate the success of our key product categories, including apparel and accessories.

"The great Luxottica's expertise combined with the prestigious positioning of our brand are the best conditions to offer consumers a product that reflects Valentino's coolness and style."



Valentino Mirabilia Romae show

Luxottica also produces and distributes eyewear for Bulgari, Dolce & Gabbana, Armani and Burberry.

"We are proud of this beautiful collaboration with Valentino, one of the most admired Italian fashion and luxury brands in the world," said Leonardo Del Vecchio, chairman of Luxottica. "We share more than 50 years of tradition, style, innovation and love for our products that represent the highest expression of Made in Italy. Together we will create unique collections to express the wonder of Valentino's style in eyewear throughout the world, and we will write a new history of great success."

Valentino worked with Safilo from 1998 until the end of 2011, when both sides decided not to renew the licensing agreement. Valentino eyewear has been produced by the New York-based Marchon since 2012.

Luxottica has partnered with a number of its licensees on creative projects.

In 2015, Italy's Prada announced the theme of its third annual Prada Journal literary competition in partnership with publishing house Giangiacomo Feltrinelli Editore.

The literary competition is part of the brand's marketing efforts for its Prada Journal eyewear collaboration with Luxottica. By having a recurring campaign that engages consumers' creative sides, Prada may see repeat entries and engagement with the collection and its overall message ([see story](#)).

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