

JEWELRY

Omega sets sights on eyewear via Marcolin Group license

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Omega's Aqua Terra GoodPlanet 185

By STAFF REPORTS

Swiss watchmaker Omega is bringing its brand aesthetic to a new category with a partnership with eyewear licensee Marcolin Group.

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The brands have produced an exclusive collection of Omega branded sunglasses, a popular category due to its entry-level price point. The first collection, available only at Omega boutiques, will launch this August, just as the watchmaker's role as the official timekeeper of the Summer Olympics kicks off.

Eye(glasses) on the clock

For the sunglasses collection, Omega and Marcolin worked to take the watchmaker's heritage and timepiece design and apply that aesthetic to eyewear. The resulting design takes cues from Omega's aesthetics and technical details, making each pair in the collection unique.

As of press time, specific details of the soon-to-launch sunglasses collection were unavailable. But, both brands are dedicated to luxury and precision as well as innovative and progressive thinking, qualities that will ensure the highest standard of product will be brought to market.

In a statement regarding the launch, Raynald Aeschlimann, president/CEO of Omega, said, "This is an exciting step for Omega because it leads our brand into new areas of creativity."



Raynald Aeschlimann, president/CEO of Omega

"With our long history, there is a real brand substance and authenticity to work with and we have ensured that it is truly represented in every pair of sunglasses," he said. "It's also been beneficial to share this project with Marcolin Group, as their renowned expertise and background with high-level brands has allowed us to produce some fantastic products.

"For consumers, this is a chance to find new ways to express personal style and a passion for our brand."

The Marcolin Group's luxury portfolio includes Tom Ford, Balenciaga, Moncler, Ermenegildo Zegna, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci and Swarovski, among others. Last year, the brand sold approximately 14.3 million pairs of eyeglasses.

As a category, eyewear has proved worthwhile for those in the luxury realm.

When U.S. fashion label Tom Ford launched his label in 2005, eyewear was one of the first categories the brand entered, and the brand has come a long way since.



Tom Ford's Joan sunglasses, licensed by Marcolin Group

Contrary to the typical path of a luxury house, Mr. Ford began his brand with entry-level licenses. First, he aligned with eyewear manufacturer Marcolin, which still produces optical and sunglass frames today under the Tom Ford brand name ([see story](#)).

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