

APPAREL AND ACCESSORIES

## Max Mara extends Safilo license through 2023

September 6, 2016



*Max Mara fall/winter 2016 campaign shoot*

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By STAFF REPORTS

Italian fashion label Max Mara is renewing its eyewear licensing agreement with Safilo, continuing a relationship that has spanned almost 20 years.

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Under the extended contract, Safilo will design, manufacture and distribute optical frames and sunglasses under the Max Mara name. Pointing to the strong fit between the two parties, Max Mara chose to renew its agreement early.

Seeing potential

Both Safilo and Max Mara have a made in Italy positioning, with their shared heritage and emphasis on craftsmanship and design further uniting the partners.

"Max Mara Eyewear is today the result of a shared long-term philosophy and deeply felt values between our two companies, built on the long standing creation of high standard, unmistakable elegance of timeless Italian design as embodied by the legendary Max Mara Coat, and mutual trust in search of excellence," said Luisa Delgado, CEO of Safilo.

"We have more recently also made our common passion for art and the celebration of female achievement an integral part of our Max Mara Eyewear concept, as initiated with Maja Hayuk and soon to be followed by a new female artist and inspirational collaboration," she said.

"Today, Max Mara has become one of the very fastest growing brands in our portfolio. We see important further potential inspired by the brand's overall impressive worldwide store presence, and are delighted to pursue together our ambitious eyewear growth strategy."



### *Max Mara eyewear*

According to [Euromonitor](#), the eyewear industry worldwide is expected to be worth \$120 billion this year.

Eyewear is increasingly being marketed as an accessory rather than something medically necessary for those who need vision correction. Sunglasses or optical frames offer an entry-point for aspirational consumers, and it presents existing luxury clients with another means of expression.

Seeing the potential around this category, women's magazine Marie Claire looked to change the conversation around sunglasses through a partnership with Safilo.

#GetFramed puts a spotlight on the accessory category poised for growth, communicating the idea that consumers should have frames to complement each type of outfit and that sunglasses should be bought with each new season along with other wardrobe updates. Creating a link between content and commerce, the program included mobile integration, where consumers could virtually try on and purchase eyewear from Safilo licensed brands including Dior, Givenchy and Jimmy Choo ([see story](#)).

"We are proud of the renewal with Safilo," said Luigi Maramotti, Max Mara chairman. "We are benefitting from its deep reaching transformation and the revival of its unique product and craftsmanship expertise which dates back to 1878."

"Max Mara Eyewear has, as a consequence, found unparalleled creative coherence and technical product content which is fueling our brand's world with distinctive expressions of craftsmanship and style that are perfectly reflective of our core values," he said. "Safilo is for us a true partner of trust and brand steward, able to understand deeply our brand's DNA, interpreting it in distinctive high quality optical frames and sunglasses."

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