

APPAREL AND ACCESSORIES

Dior extends eyewear agreement with Safilo, while Cline's contract closes

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Marion Cotillard wearing Dior So Real sunglasses

By STAFF REPORTS

Eyewear group Safilo and Christian Dior have renewed their partnership on the couture label's optical and sunglass collections, extending their agreement through 2020.

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Dior, which has worked with the eyewear creator, manufacturer and distributor Safilo for about two decades, is choosing to continue the relationship through Dec. 31, 2020. As Dior stays on, fellow LVMH-owned brand Cline's contract with Safilo will end next year.

Looking ahead

Having linked with Safilo in 2012, Cline's licensing agreement will end on Dec. 31, 2017. Today, the licensed brand accounts for slightly more than 3 percent of its total sales, with retail sales for Cline eyewear mostly centered in Europe and North America.

Following its third quarter of business this year, Safilo noted that the brands it is continuing to work with had sales trending up 4.7 percent in the first nine months of 2016, while the overall group portfolio saw a slight decline of 2.2 percent.

In recent history, Dior eyewear has had hits such as a Rihanna-designed collection of futuristic frames ([see story](#)) and its celebrity and cult-favorite Dior So Real sunglasses.



Rihanna for Dior

"Dior is glad to continue its relationship with Safilo, developing and marketing Dior eyewear products that reflect the values of our brand," said Sidney Toledano, president and CEO of Christian Dior Couture in a statement. "Dior eyewear is the leading player in terms of design and quality, offering our clients products of excellence."

Sailo produces eyewear for both women and men under the Dior and Dior Homme names.

"Dior eyewear has established itself as the leading trendsetter in sunglasses," said Luisa Delgado, CEO of Safilo. "This is the result of a remarkable combination of sophisticated capabilities, merging visionary product design, industry-leading technical expertise and innovation, along with authentic manufacturing craftsmanship and consistent qualitative worldwide distribution."

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