

APPAREL AND ACCESSORIES

Longchamp, Marchon team for branded eyewear debut

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Longchamp's Paris Premier handbag modeled by Alexa Chung

By STAFF REPORTS

French apparel and accessories maker Longchamp has inked an eyewear agreement with U.S. manufacturer Marchon.

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Longchamp's eyewear license will further position the French label, known for its instantly recognizable Le Pliage handbags, as a full lifestyle brand. Eyewear is a lucrative category for brands looking to tap into an entry-level consumer segment through on-trend accessories.

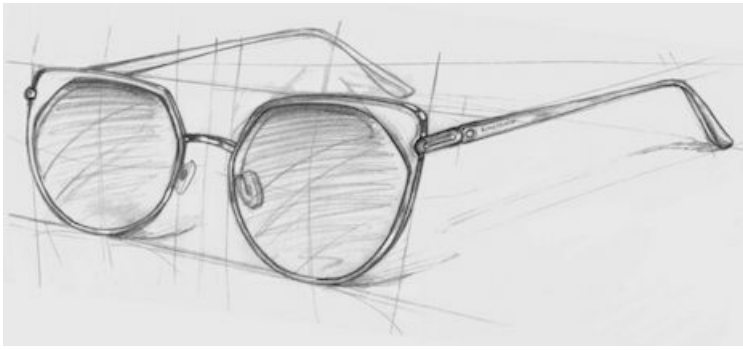
Longchamp lenses

Best known for its handbags, Longchamp has recently expanded on its offering. Categories include a luggage line, small leather accessories, women's ready-to-wear and shoes and men's footwear and leather goods.

Longchamp's first collection of eyewear will debut for fall/winter 2017-18 with sunglasses and corrective lens pairs for women. Marchon will act as developer, producer and distributor of Longchamp eyewear.

The collection will be designed "under the supervision of the label's creative director Sophie Delafontaine" to ensure the line is consistent with other categories.

Longchamp eyewear will be sold in the 300 boutiques operated by the brand around the world as well as in optical chains in a number of countries.



Longchamp x Marchon eyewear sketch

"Longchamp is looking to broaden its scope by developing its potential on this market, one of the main segments in fashion accessories," the brand said in a statement.

Marchon also holds licenses for Calvin Klein, Chloe, DVF, Etro, Karl Lagerfeld, Marni, MCM and Ferragamo, among others.

The eyewear segment has seen recent developments showing the category's far-reaching potential.

LVMH, for instance, recently entered into a joint venture agreement with Marcolin, as it looks to take a more active role in the management of its branded eyewear lines.

As part of the agreement, valid from Jan. 31, the joint venture will begin producing Louis Vuitton and Cline eyewear from 2018. LVMH's deal with Marcolin aims to make the company its preferred eyewear partner, which may be a blow to the owners of licenses for other LVMH brands ([see story](#)).

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