

APPAREL AND ACCESSORIES

Marcolin eyewear to launch in Middle East

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Tom Ford eyewear is produced by Marcolin Group

By STAFF REPORTS

Tom Ford, Balenciaga and Emilio Pucci eyewear will now be available in the Middle East thanks to a joint venture between optic manufacturer Marcolin Group and Rivoli Group, a regional luxury retailer.

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Marcolin Group will own 51 percent of the joint venture, Marcolin Middle East, while Rivoli Group owns the remainder. The high-end eyewear category is blossoming in the Middle East due in part to an accessible price point and the desire of local consumers for statement accessories.

Eyeing the Middle East

Marcolin Middle East will be based in Dubai, United Arab Emirates.

The joint venture will introduce the luxury eyewear collections of Tom Ford, Balenciaga, Ermenegildo Zegna, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci and Swarovski, among other premium labels.

Marcolin Group CEO Giovanni Zoppas said in a statement, "The valuable long-term distribution agreement with Rivoli Group and the strong personal relationship and collaboration developed during these years with Mr. Ramesh Prabhakar, our partner in the joint venture, have been further strengthened establishing this capital partnership in the Middle East, which represents such a key market for the luxury, fashion and diffusion brands in our portfolio and for the future of our company."



"The Rivoli Group is extremely pleased with the development of the joint venture with Marcolin Group to service the Middle East and other specific markets," said Mr. Prabhakar, vice chairman and managing partner of Rivoli Group, in a statement. "Our relationship with the Marcolin management signifies this new association and we are looking forward to further enhancing Marcolin brands presence in the markets.

"Our milestones will be reached through planned distribution and innovative retailing within the Rivoli EyeZone stores," he said.

Similarly, Italian eyewear manufacturer Safilo will enter the Iranian market through an exclusive distribution partnership with Noor Gostaran Azin Aryan.

Safilo-created eyewear will be distributed in the Iranian market with Maxivision, an optical retailer operated by the Noor Gostaran Azin Aryan company in the country. Teaming with a local distribution partner is a common practice when entering a new region because the localized player has a better understanding of the market's culture and consumer behavior ([see story](#)).

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