

APPAREL AND ACCESSORIES

## Calvin Klein eyes further partnership with Marchon in renewed licensing agreement

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Calvin Klein 205W39NYC eyewear. Image courtesy of Calvin Klein

By STAFF REPORTS

U.S. fashion brand Calvin Klein has renewed its eyewear licensing deal with Marchon, extending what is now a 25-year partnership.

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The multi-year agreement covers the design, development, production and distribution of optical and sunglass styles under the company's Calvin Klein 205W39NYC, Calvin Klein, and Calvin Klein Jeans labels. As Calvin Klein continues its transformation under the creative direction of Raf Simons, Marchon is looking ahead at furthering its long-term partnership.

"We are incredibly proud to continue our longstanding and successful partnership with Calvin Klein and be a part of the exciting and reinvigorated brand under Raf Simons' creative vision," said Nicola Zotta, president & CEO of Marchon Eyewear, Inc., in a statement. "Our collaborative teams share the same drive for excellence and we are confident that we will continue to create innovative designs and products that drive the Calvin Klein eyewear business forward."

### Eyewear allies

Calvin Klein, owned by PVH Corp., first linked with the New York-based Marchon in 1992.

For the company's Calvin Klein 205W39NYC eyewear, Marchon has translated its minimalism into frames that lack logos or branding.

"We are pleased to extend our partnership with Marchon Eyewear and believe in the strength of our longstanding collaboration and the quality of the product we are creating together," said Steve Shiffman CEO of Calvin Klein, Inc., in a statement. "We look forward to continuing the exciting growth of the global Calvin Klein brand in the eyewear category with our valued business partner."



*Calvin Klein Jeans eyewear. Image credit: Marchon*

With beauty and eyewear leading the way, licensing has become a lucrative business practice for luxury brands looking to extend product offerings without the associated costs of development.

Licensing agreements, where the brand is the licensor and the licensee is responsible for production, is much more effective than a luxury house attempting to balance product management, distribution and communications on its own. Although the practice is commonplace today, Christian Dior is considered one of the first luxury houses to leverage a licensing agreement when it began marketing stockings in the United States in the late 1940s through a third party ([see story](#)).

Marchon, whose licensed brands include Diane von Furstenberg, Etro, Marni and Salvatore Ferragamo, added Longchamp to its licensing partners earlier this year ([see story](#)).

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