

APPAREL AND ACCESSORIES

## Tiffany extends design language consistency to eyewear

December 14, 2017



*Tiffany Hardwear aviators designed, produced and distributed by Luxottica. Image credit: Tiffany*

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By STAFF REPORTS

U.S. jeweler Tiffany & Co. is continuing efforts to emphasize categories outside jewelry by renewing its eyewear license agreement with Italy's Luxottica.

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Tiffany's agreement with Luxottica sees the eyewear manufacturer develop, produce and distribute sunglasses and optical frames under the jeweler's brand name. Tiffany's continued relationship with Luxottica also marks a new era for its eyewear division, with creative direction overseen by chief artistic officer Reed Krakoff.

"Eyewear represents an exciting product offering for Tiffany," said Jean-Marc Bellaiche, senior vice president of strategy and business development at Tiffany, in a statement.

"Our new agreement with Luxottica allows for a more creative expression in eyewear, with a design language consistent across categories," he said.

Designed to a T

Tiffany's first collection under the renewed license agreement will take the brand's eyewear in a new artistic direction. Dubbed the "Avant Premier," the eyewear collection draws inspiration from the Tiffany T motif.

The Tiffany T collection was first designed and introduced by Mr. Krakoff's predecessor, design director Francesca Amfitheatrof, in 2014. Ms. Amfitheatrof stepped down from her position in January 2017 ([see story](#)).

Select eyewear styles are currently available at Tiffany's Fifth Avenue flagship in New York in its newly created Home & Accessories department.



*New eyewear styles available on Tiffany's Web site, some are in-store exclusives. Image credit: Tiffany*

The full collection will retail globally in more than 100 Tiffany boutiques as well as on Tiffany.com beginning May 2018. The frames will also be sold at Luxottica's distribution network of more than 11,000 doors.

"We are very pleased to renew our relationship with Tiffany, one of the highest expressions of luxury and jewelry in the world," said Leonardo Del Vecchio, executive chairman of Luxottica Group, in a statement.

"Tiffany began its journey into the world of eyewear more than 10 years ago with Luxottica," he said. "Together we will continue to make high style, luxury glasses that embody the best of our two worlds."

Tiffany has renewed its Luxottica relationship until Dec. 31, 2027.

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