

APPAREL AND ACCESSORIES

## Marcolin expands luxury eyewear distribution to Mexico in new partnership

April 5, 2018



*Tom Ford eyewear is produced by Marcolin Group. Image credit: Marcolin*

By STAFF REPORTS

Luxury eyewear group Marcolin has signed an exclusive partnership with Mexican eyewear distributor Moendi.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The partnership will see Moendi distributing a large number of luxury eyewear brands' products from Marcolin's portfolio throughout Mexico. The Mexican luxury industry is humble compared to other nations, particularly its larger neighbor to the north, but there is a healthy market for luxury goods among the country's wealthy elite.

"We are proud to establish this joint venture with the Goldwasser family," said Massimo Renon, CEO of Marcolin Group, in a statement. "Their long-lasting experience in the wholesale and retail eyewear distribution across Mexico will allow Marcolin Group to further grow and strengthen its presence in that area."

### Mexican distribution

Marcolin Group is home to some of the biggest names in luxury eyewear, from Tom Ford to Balenciaga to Moncler.

While these brands are mostly distributed to the popular luxury markets such as the U.S. and Europe, Marcolin has signed a deal with Mexican eyewear distributor Moendi to expand south of the border.

Under the new agreement, Moendi will distribute eyewear from Marcolin's many luxury brands to Mexican retailers and luxury customers.

Moendi sells 250,000 pairs of eyewear a year in Mexico, giving Marcolin a healthy foothold into the Mexican market.

Marcolin has been on an expansion spree in recent months, spreading to multiple new regions thanks to partnerships with distributors. Tom Ford, Balenciaga and Emilio Pucci eyewear are available in the Middle East thanks to a joint venture between Marcolin Group and Rivoli Group, a regional luxury retailer.



*Emilio Pucci is part of Marcolin's stable of brands. Image credit: Emilio Pucci*

As part of the deal, Marcolin 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 ([see story](#)).

Mexico is a fruitful luxury market not only due to the native Mexicans of high net worth, but the strong number of U.S. luxury consumers with second homes in the country.

Affluent consumers from the United States have an average of roughly nine homes, mostly in Mexico, the Bahamas and the Caribbean, according to American International Group.

Mexico is the leader in second residential homes from high-net-worth individuals from the U.S., with 14 percent owning homes in the North American country ([see story](#)).

"Our family is extremely proud of the new JV partnership with an industry leader like Marcolin Group, making us very excited to represent its leading brand portfolio in Mexico," said Mario Goldwasser, founder of Moendi, in a statement. "Thanks to the common business vision, which is the pillar of our partnership, we will work together to enhance Marcolin Group's market share in our country."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.