

APPAREL AND ACCESSORIES

## Balenciaga pivots to Kering Eyewear as eye segment grows

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*Balenciaga spring/summer 2018 campaign. Image credit: Balenciaga*

By STAFF REPORTS

Kering Eyewear will be taking over French fashion house Balenciaga's eyewear designs, which were previously produced through a license with Marcolin.

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Balenciaga will now be working with its parent company Kering's eyewear producer to design its eyeglass collections as the eyewear category as a whole grows. The collection will be highly exclusive, only available to certain distribution networks.

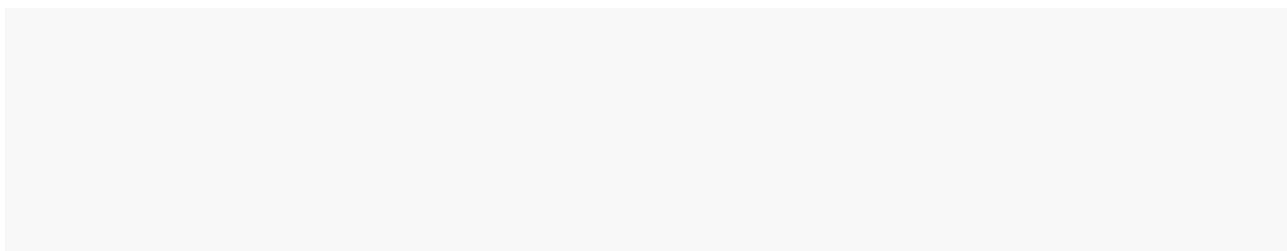
"We are delighted to collaborate with Kering Eyewear," said Cdric Charbit, CEO of Balenciaga, in a statement. "We will rely on their exclusive expertise to fully exploit and reach Balenciaga's potential in the category.

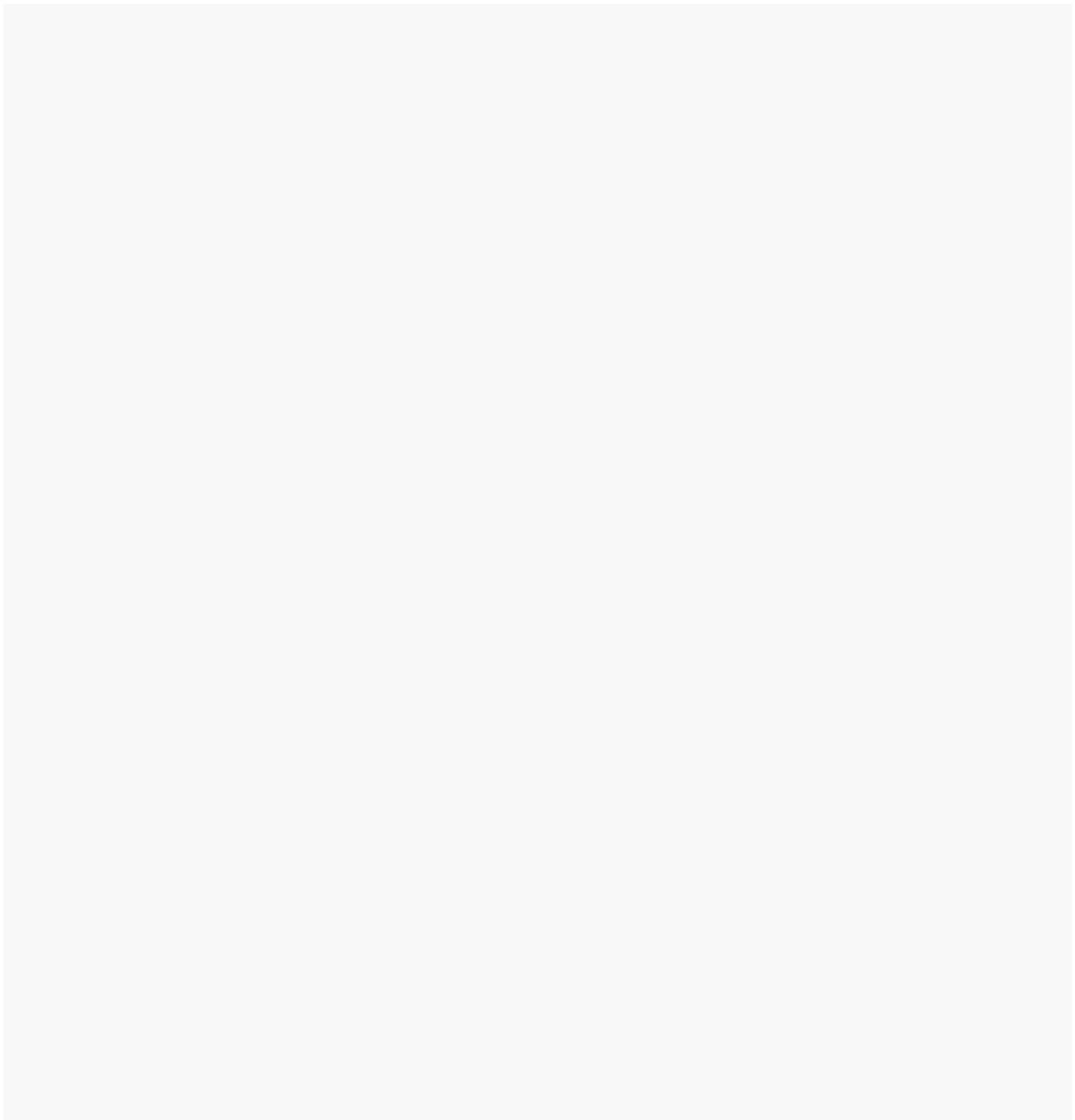
"We would also like to take the opportunity to thank Marcolin for their contribution in developing the brand over the past years," he said.

### Eyewear entrance

Kering Eyewear and Balenciaga are creating a line of eyeglasses to be released with the spring 2019 collection.

Releasing in January of next year, the eyewear collection aims to be a coveted but selective brand as Balenciaga has stated that the products will be available through a "highly selective distribution network."





Men Prefall 18 @johnnydufort @lottavolkova

A post shared by Balenciaga (@balenciaga) on Jan 20, 2018 at 11:44am PST

Kering Eyewear has worked with a variety of brands to develop eyewear styles as the industry continues to move forward.

With the eyewear category poised for significant growth in the next few years, Kering Eyewear is strategizing to help brands ride that wave.

Speaking at last year's Cond Nast International's Luxury Conference on April 5, 2017, the CEO of Kering Eyewear explained about how the company is taking eyewear production directly into luxury brands' product chains, rather than having them license it out. This shift may suggest that eyewear's affordable price and ease of manufacturing compared to other luxury goods will make it a popular new addition to luxury brands' product lines ([see more](#)).

"We are extremely proud of our new partnership with Balenciaga, one of the most authentic and innovative brands in the fashion industry and the last Kering brand with an eyewear presence which was not yet managed by Kering Eyewear," said Roberto Vedovotto, president and CEO of Kering Eyewear, in a statement. "I am sure that Balenciaga, particularly considering the brand's strong creativity, will add substantial value to Kering Eyewear's already

outstanding portfolio of luxury brands."

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