

APPAREL AND ACCESSORIES

LVMH, Marcolin bolster Thélios outlook with new location

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Thélios opens its new production site. Image credit: Thélios.

By STAFF REPORTS

As eyewear becomes a more important aspect of the fashion world, luxury conglomerate LVMH is looking to strengthen the significance of its own eyewear.

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LVMH, in partnership eyewear manufacturer Marcolin, has dedicated a mission to beefing up its eyewear category. Stronger collaborations, better production and quality customer service are the mission states of the company named Thélios, which is launching a new Web site and headquarters building.

Eyewear development

Luxury conglomerate Moët Hennessy Louis Vuitton entered into a joint venture agreement with Marcolin for Thélios, as it looks to take a more active role in the management of its branded eyewear lines.

As part of the agreement, valid from last year, the joint venture began producing Louis Vuitton and Céline eyewear this year. LVMH's deal with Marcolin aims to make the company its preferred eyewear partner, which may be a blow to the owners of licenses for other LVMH brands ([see more](#)).

Other LVMH brands such as Loewe and Fred have been added to Thélios' portfolio.

Thélios is now debuting a new location dedicated to high quality production for the eyewear brands. Manifattura Thélios, the new location, opened in Italy on April 24.

The factory "forms a complete and flexible production tool that ensures integral product monitoring, from the initial creative brief to the 3D design, prototyping and final production," says LVMH.

Embedded Video: https://www.youtube.com/embed/GY_YdhQsO0M

Manifattura Thélios

"Italy is a strategic country for the LVMH group," said Toni Belloni, group managing director of the LVMH group, in a statement. "The Manifattura Thélios is proof of the high investment the group has in favor of Italian economic heritage and its development."

The building has been designed with sustainability in mind, with more than 2,300 solar panels installed on the roof.

“With the Manifattura Thélios, we aim to anticipate the future while showcasing our long-standing expertise,” said Giovanni Zoppas, chairman and CEO of Thélios, in a statement. “This project combines our taste for top quality products with our respect for a cultural heritage essential to the region.”

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