

APPAREL AND ACCESSORIES

Mulberry inks eyewear deal with De Rigo

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Mulberry's deal with De Rigo begins next year. Image credit: Mulberry

By STAFF REPORTS

British luxury brand Mulberry is partnering with De Rigo for a new line of luxury eyewear.

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De Rigo, an Italian manufacturer of luxury eyewear for brands including Chopard and Lanvin, will help create Mulberry's eyewear collections, starting with the spring/summer 2019 season. The collaboration signals the continued expansion of traditionally luxury apparel brands into the lucrative world of eyewear.

"We are pleased to collaborate with De Rigo, a leading manufacturer of innovative luxury eyewear that blends innovation with luxury," said Thierry Andretta, CEO of Mulberry Group, in a statement. "The Mulberry range of eyewear, which will be designed by the Mulberry design team, led by Johnny Coca, will consist of sunglasses and optical frames and is expected to launch during spring/summer 2019.

"Eyewear is complementary to the brand's core leather goods offering and is an important category in building the lifestyle image that will help develop Mulberry into a global luxury brand."

Eyewear deal

Eyewear and accessories are increasingly an incredibly important part of a modern luxury brand's inventory.

The category's relatively lower cost of production combined with the potential for iteration and experimentation makes it creatively rewarding as well as lucrative.

Mulberry is joining the pack of luxury apparel brands investing ore heavily into eyewear thanks to a new partnership with Italian eyewear manufacturer De Rigo.

De Rigo will help manufacture and co-distribute the brand's newest eyewear products, beginning next year with Mulberry's spring/summer 2019 collection.

The eyewear sector is growing so much that brands from across the luxury business are getting in on it. For example, Swiss watchmaker Hublot is building on its existing relationship with Italia Independent through a licensing deal for eyewear.



Hublot's eyewear with Italia Independent. Image credit: Italia Independent

After partnering on limited-edition designs such as chronographs and sunglasses, Italia Independent and Hublot are making more of a push into collaborative eyewear. The first licensed eyewear collection will launch in September ([see story](#)).

"We are delighted to collaborate with Mulberry, which shares our commitment to design, innovation and craftsmanship," said Michele Aracri, managing director of De Rigo Vision, in a statement. "Mulberry is at an exciting moment in its history and we look to enter this next phase to further develop this distinctive British brand."

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