

APPAREL AND ACCESSORIES

Marcolin extends licensing agreement with Tod's

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Tod's works with Marcolin for its eyewear. Image credit: Marcolin

By STAFF REPORTS

Eyewear group Marcolin is investing further in its relationship with Italian label Tod's to manufacture its sunglasses and optical line.

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Marcolin announced an early renewal of its licensing agreement with Tod's. The agreement between the two will extend the partnership another five years to December of 2023.

Eyewear manufacturing

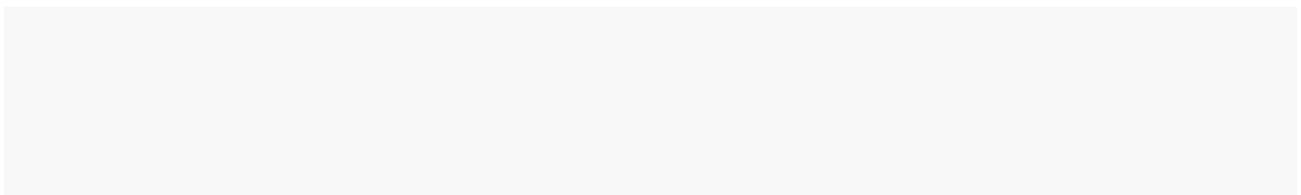
Tod's and Marcolin first signed an agreement in 2008, where the latter handled produced, manufacturing and distribution of Tod's Eyewear.

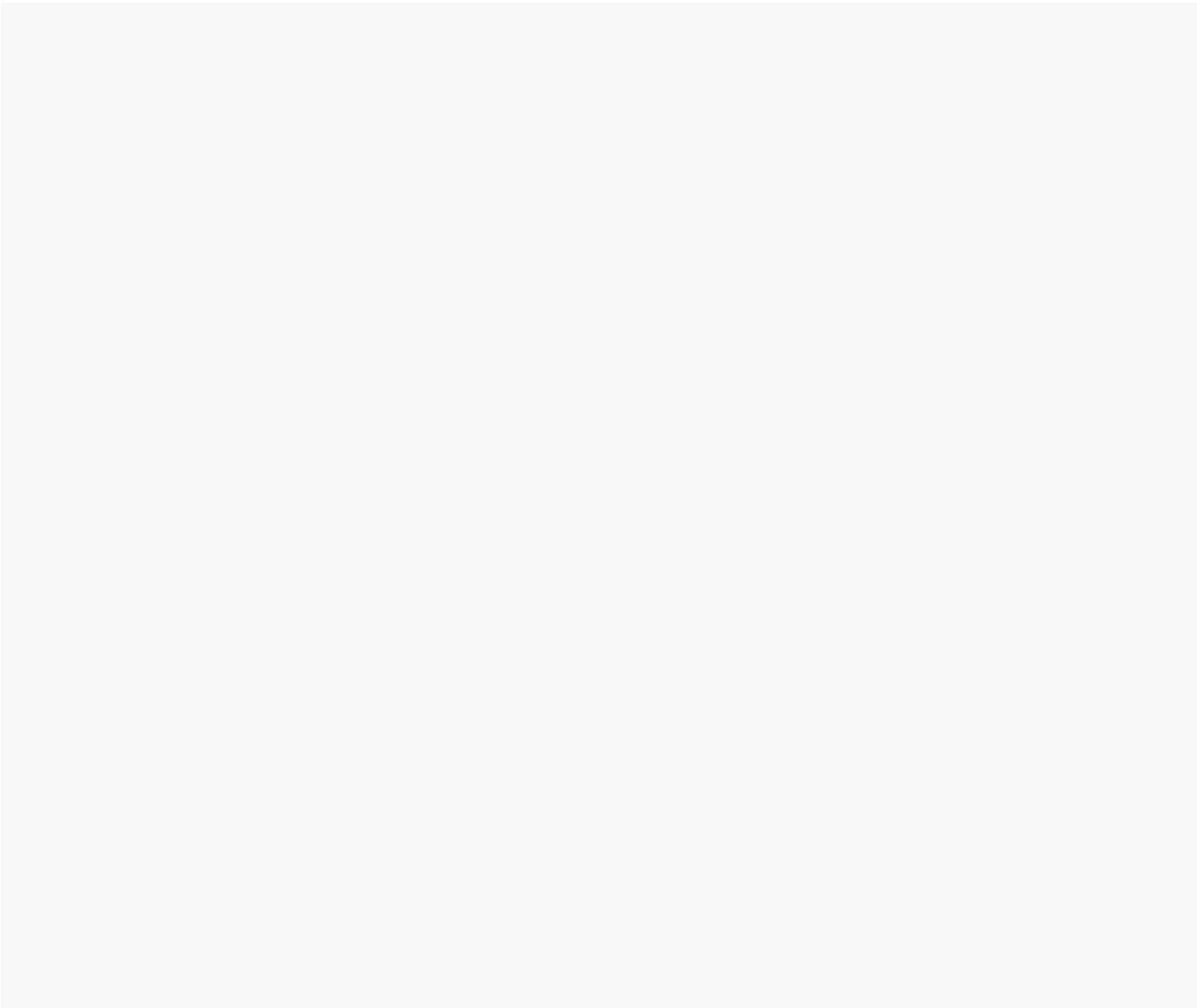
The designs incorporate leather into all of the eyewear products, to emphasize Tod's signature material.

"Tod's, always a symbol of tradition, high quality and modernity, embodies timeless elegance," said Marcolin in a statement. "Undisputed as a key element is the leather used in all of its shades and artisanal craftsmanship.

"The craftsmanship, care, attention to detail and exclusivity that distinguish the brand's luxury footwear and leather goods are all found in the Tod's Eyewear collection, which is strongly linked to the brand's values and the Made in Italy tradition."

Marcolin also recently signed an exclusive partnership with Mexican eyewear distributor Moendi.





#Classic and clean #look with #TodsEyewear to start this first #July #week (Via @filomagno82) #love @tods
#eyewear by #Marcolin

A post shared by Marcolin (@marcolin_eyewear) on Jul 2, 2018 at 4:02am PDT

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 ([see story](#)).

Marcolin is a major manufacturer for luxury eyewear in the fashion world, working with other brands such as Balenciaga, Ermenegildo Zenga, Emilio Pucci, Atelier Swarovski, Moncler, Montblanc and Tom Ford.

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