

APPAREL AND ACCESSORIES

Missoni returns to Safilo with licensing deal

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Missoni previously worked with Allison for eyewear. Image credit: Allison SpA

By STAFF REPORTS

Italian fashion house Missoni is entering a new multi-year licensing deal with eyewear maker Safilo.

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Missoni was Safilo's first licensor in the 1980s, but in more recent years, its branded optical and sunglasses frames were produced by Allison Volta Mantovana. A new five-year deal with Safilo for Missoni and M Missoni eyewear will be renewable with the present conditions until 2029.

"We are honored and proud to be working with Safilo once again," said Angela Missoni, chairman and creative director of Missoni Group, in a statement. "It represents a reunion of sorts as Safilo was our first-ever eyewear licensee in the 80s.

"Safilo is an Italian manufacturer that has a long tradition and strong expertise in its craftsmanship," she said. "From a creative perspective, I've always loved this product category and cannot wait to see all the diverse elements of the Missoni style developed in this new eyewear collaboration."

Eyeing growth

The Missoni and M Missoni eyewear collections will debut in January 2020. The partners are planning a digital marketing effort to roll out the styles.

With this move back to Safilo, Missoni joins fellow licensors Dior, Fendi, Elie Saab, Max Mara and more.

"The Missoni and M Missoni brands are such a perfect fit in our portfolio," said Angelo Trocchia, CEO of Safilo Group, in a statement. "We share with these iconic Italian brands the same values of visionary design, tradition and excellence in manufacturing.

"At Safilo we can furthermore draw on our extensive archive, rich in inspiration thanks to our previous collaboration, thereby ensuring forward momentum to further support the brands' global distribution and important business development for both our companies," he said.



Missoni's license includes eyewear for its main brand and the younger M Missoni diffusion line. Image credit: Missoni

In June, investment firm FSI took a 42.1 percent interest in Italian fashion label Missoni.

With this transaction, the Missoni family will retain a majority controlling interest in the company, which is now in its 65th year. As Missoni looks to better compete in the global fashion industry, this investment will give it additional capital to do so ([see story](#)).

"It's an important partnership that contributes to our goal of adding further value to the brands, while giving a tangible boost to our business plan development, widening its potential of growth," said Michele Norsa, industrial partner of FSI and vice-chairman of Missoni, in a statement. "With Safilo and the new eyewear collections, Missoni reinforces its brand position in the fashion and luxury industry with a global reach and well-articulated product range that appeals to worldwide consumers."

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