

APPAREL AND ACCESSORIES

Safilo makes another long-term agreement

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Safilo also produces eyewear for Dior. Image credit: Dior

By STAFF REPORTS

Eyewear manufacturer Safilo has renewed a major partnership with a contract that will last until 2025.

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Premium apparel brand Tommy Hilfiger has signed a renewal for its global licensing agreement with Safilo to produce the brand's eyewear line. Safilo will be responsible for the exclusive design, manufacturing and worldwide distribution of ophthalmic and sunglass collections for Tommy Hilfiger until Dec. 31, 2025.

Brand agreements

The two companies began their partnership in 2010 and have seen success since.

"The early renewal of the agreement is a tribute to the success of a partnership that dates back to 2010 and which is currently experiencing an impressive performance, especially in key European markets, as well as in the U.S. and Brazil," said Angelo Trocchia, CEO of the Safilo Group, in a statement. "The Tommy Hilfiger eyewear collections continue to be received exceptionally well, leveraging the brand's reach all over the world."

[View this post on Instagram](#)

From eyewear to outerwear, @haileybaldwin knows iconic style. #IconsOfTomorrow #TommyHilfiger

A post shared by Tommy Hilfiger (@tommyhilfiger) on Oct 26, 2018 at 7:03am PDT

Italian fashion house Missoni also recently entered a new multi-year licensing deal with eyewear maker Safilo.

Missoni was Safilo's first licensor in the 1980s, but in more recent years, its branded optical and sunglass 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 ([see story](#)).

"The renewal of the licensing agreement between the Tommy Hilfiger brand and Safilo celebrates our shared commitment to keep quality and innovation at the heart of our businesses," said Daniel Grieder, CEO of Tommy Hilfiger global and PVH Europe, in a statement. "Safilo will continue to build on the momentum that our brand is experiencing, bringing the eyewear collections to new consumers globally through Safilo's longstanding global excellence in this industry."

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