

AUTOMOTIVE

McLaren eyes accessories opportunity with sportscar-inspired frames

February 21, 2019



McLaren's eyewear. Image courtesy of McLaren

By STAFF REPORTS

British automaker McLaren is making its first foray into eyewear with licensee L'Amy.

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The debut McLaren Vision Collection to come from the partnership features sunglass and optical frames that leverage advanced materials and design, reflecting McLaren's technical DNA. Luxury automakers are increasingly building lifestyles around their brands, expanding into categories beyond cars.

Framing fashion

McLaren recently signed a licensing deal with French eyewear maker L'Amy, which also produces eyewear for brands such as Canali and Kenzo.

The resulting first collection for McLaren is constructed in titanium. The 3D-printed frames can be customized to a buyer's face via a scan.

L'Amy engineered the frames so that the lenses appear to be floating, since they are only affixed at two points. This lightweight design was created in collaboration with McLaren Automotive and McLaren Racing.

The collection will be showcased at eyewear show MIDO from Feb. 23 to 25, and will be available for purchase from select retailers this spring. Consumers can get either sunglass or prescription lenses.

Belstaff recently joined forces with McLaren to translate the automaker's focus on mobility into clothing.



The McLaren x Belstaff collection. Image courtesy of McLaren

Marking the first collaboration between the two brands, the capsule collection features outerwear and suiting designed for drivers' comfort both in and out of the car. While operating in different categories, both companies share the values of helping consumers in motion ([see story](#)).

Similarly to McLaren, Ferrari ramped up its collaboration with Italian eyewear maker Luxottica.

In 2017, Ferrari inked a multi-year licensing agreement for a co-branded collection of eyewear featuring its marque alongside Luxottica label Ray-Ban. Eyewear is a growing category, thanks to its entry-level luxury price points that enable consumers to buy into a brand and make a statement in a more affordable way ([see story](#)).

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