

APPAREL AND ACCESSORIES

## Safilo extends longtime licensing partnership with Pierre Cardin

October 7, 2020



*Pierre Cardin has partnered with Safilo since 1991. Image credit: Safilo*

By LUXURY DAILY NEWS SERVICE

Eyewear maker Safilo is renewing its licensing deal with French fashion brand Pierre Cardin through 2026.

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Since 1991, Pierre Cardin has enlisted Safilo to design, manufacture and distribute its branded eyeglasses and sunglasses. The Italy-based company has licensing agreements with some of the world's most famous luxury brands, including Dior, Fendi, Givenchy and Moschino.

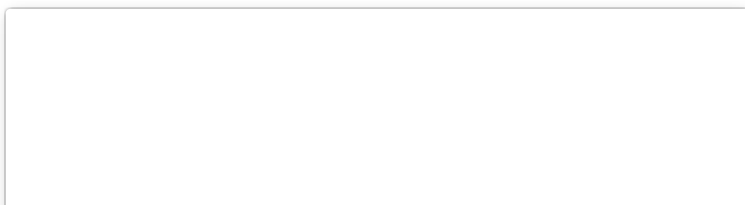
"We are very pleased to continue this partnership which has brought pride and success to both companies for many years," said Angelo Trocchia, CEO of Safilo Group, in a statement. "With this renewal we look forward to continuing our work together to build and further develop the Pierre Cardin brand in the eyewear segment.

"For Safilo, this brand remains an excellent fit within our portfolio thanks to its brand positioning, product styling and consumer target," he said.

### Brand partnership

The most recent collection of Pierre Cardin Evolution limited edition sunglasses were shown last month in Paris. The fashion show was presented ahead of the premiere of House of Cardin, a documentary about the label's founder.

"I am extremely pleased to continue the long and successful partnership with Safilo," said Pierre Cardin in a statement. "This license agreement renewal is a confirmation of the trust that my maison has been placing for years in the Group, which has proved to be a perfect strategic partner able to fully understand the DNA of our brand and to translate our values into collections and unique eyewear products with a contemporary design."



[View this post on Instagram](#)

Actress @annabelle.belmondo wearing  
#PierreCardinEvolution7 at @pierrecardinofficiel event in  
Paris, celebrating the "House of Cardin" documentary film  
release. #houseofCardin

A post shared by Safilo Group (@safilogroup) on Sep 22, 2020..

### *Instagram post from Safilo*

While Safilo renewed several licensing contracts in 2019, like many brands it has been impacted financially by the coronavirus pandemic.

In April, the luxury eyewear maker revised its projections for 2020 and expects first-quarters sales to drop between 11 percent and 13 percent at constant exchange rates compared to the year-ago period ([see story](#)).

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