

APPAREL AND ACCESSORIES

LVMH's Fendi, Thlios debut first eyewear collaboration

July 1, 2021



Fendi has a new eyewear partner. Image credit: Thlios

By LUXURY DAILY NEWS SERVICE

Italy's Fendi and eyewear company Thlios are exclusively partnering on the design, development, production and distribution of the fashion label's eyewear category.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The collaboration between the two LVMH-owned brands aims to establish **Fendi** as a leading brand in the luxury eyewear segment. The fall/winter 2021 collection, the first release under this partnership, is now available.

Eyewear in focus

Fendi and Thlios are both committed to "Made in Italy" craftsmanship and design, and the brands will look to unique visual merchandising and selective distribution to enhance the customer experience.

The first joint collection consists of sunglasses and optical frames. It is now available in Fendi stores, Fendi.com and within Thlios' selective distribution network.

[View this post on Instagram](#)

A post shared by Thlios (@thliosofficial)

This is the first Italian label Thlios is partnering with

Thlios was created in 2017 through a joint partnership between LVMH and eyewear manufacturer Marcolin as the luxury group looked to strengthen its positioning in the growing category. In 2018, Thlios opened a new production site in Longarone, Italy and began producing Louis Vuitton and Celine eyewear ([see story](#)).

Fendi joins other LVMH labels including Dior, Loewe, Kenzo and Rimowa as part of Thlios' portfolio.

Previously, Fendi had a licensing deal with manufacturer Safilo for its eyewear offerings. In 2019, the fashion label collaborated with South Korean eyewear brand Gentle Monster on a capsule collection of sunglasses ([see story](#)).

"We are proud to start this new adventure with Thlios, who in parallel to Fendi, is truly committed to Italian craftsmanship, creativity and innovation," said Serge Brunschwig, CEO of Fendi, in a statement. "I'm confident that this new partnership will mark a successful new chapter of Fendi's long history in eyewear."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.