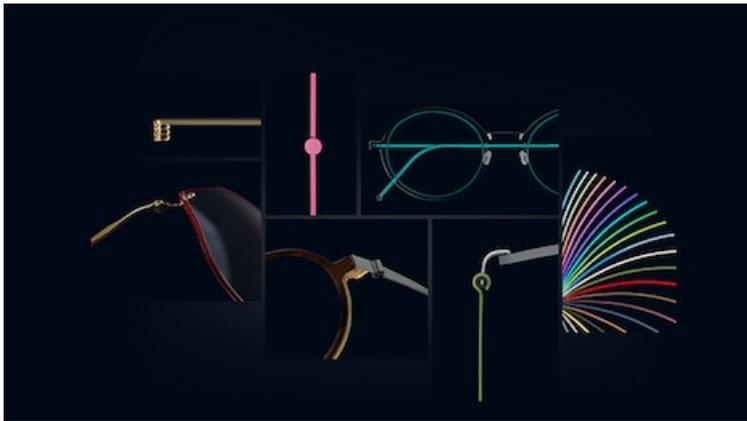


APPAREL AND ACCESSORIES

Kering acquires Denmark's Lindberg in eyewear push

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Kering Eyewear has acquired Danish manufacturer Lindberg. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury goods conglomerate Kering has acquired Danish luxury eyewear brand Lindberg as it looks to further grow its eyewear business.

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Lindberg was founded in 1969 by optician Poul-Jrn Lindberg and has grown from an optical store to a multinational company under the leadership of his son, Henrik. The high-end manufacturer is expected to reinforce Kering Eyewear's positioning in the segment as a complementary and proprietary brand.

"We are thrilled to welcome Lindberg into the Kering Eyewear family," said Roberto Vedovotto, president/CEO of **Kering Eyewear**, in a statement.

"I have the highest respect and admiration for what Henrik Lindberg and his family have built over the past 35 years," he said. "Lindberg is the absolute luxury eyewear and it will come as a perfect complement to the brand portfolio that Kering Eyewear has been assembling since 2014, making it even more relevant to our specialized distribution network."

Eyes on the prize

Through the new agreement between Kering Eyewear and the Lindberg family, Kering Eyewear will acquire 100 percent of the manufacturer's share capital.

Financial figures were not disclosed, and the acquisition is expected to be complete in the second half of 2021, subject to clearance by the relevant authorities.

Lindberg has more than 750 employees, and designs, manufactures and sells eyewear directly to high-end optical stores in more than 100 countries. The company works with specialty materials include titanium, acetate, buffalo horn, wood and precious metals, and has made-to-order capabilities.

"Kering and Lindberg share a common philosophy that design is ultimately about taking eyewear to an even higher level," said Henrik Lindberg, founder/CEO of Lindberg, in a statement. "That is why the Lindberg family are extremely happy to be able to pass the torch on to Kering Eyewear."

"Under Roberto Vedovotto's leadership and backed by the impressive values and high standards of the Kering Group, I am convinced that the Lindberg brand will be taken to new heights and the key values and the unique DNA kept," he said.



Lindberg specializes in luxury eyewear made with specialty materials, including titanium, acetate, buffalo horn, wood and precious metals. Image credit: Lindberg

In fiscal year 2019, Kering Eyewear achieved wholesale external revenues of almost 600 million euro, or about \$712 million at current exchange. It designs, develops and distributes eyewear for 15 brands, including Gucci, Cartier, Saint Laurent and Balenciaga.

Kering Eyewear and Lindberg plan to use their respective strengths across the value chain, including distribution, to enhance profitability and accelerate growth.

"We look forward to working with the Lindberg teams to further increase their brand awareness and amplify their international reach," said Kering Eyewear's Mr. Vedovotto.

Kering's rival, French luxury group LVMH, is also making moves in the eyewear segment.

Italy's Fendi and eyewear company Thlios are exclusively partnering on the design, development, production and distribution of the fashion label's eyewear category, having launched their first collection this month.

The collaboration between the two LVMH-owned brands aims to establish Fendi as a leading brand in the luxury eyewear segment. Fendi joins other LVMH labels including Dior, Loewe, Kenzo and Rimowa as part of Thlios' portfolio ([see story](#)).

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