

APPAREL AND ACCESSORIES

Valentino announces new eyewear agreement beginning July 2022

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The 2020 Valentino eyewear campaign explored the concepts of time and space. Image credit:

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Valentino** is announcing its new eyewear license agreement with Switzerland-based Akoni Group.

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With the announcement also comes the news that the current license agreement with Luxottica Group will come to an end on June 30, 2022. The new agreement with Akoni Group will be effective from July 2022 for 10 years.

Fresh eyes

The current license agreement Valentino holds with Luxottica Group for the design, production and distribution of prescription frames and sunglasses worldwide under the Valentino name originally went into effect in January 2017.

The new agreement with Akoni Group will be effective from July 2022 as new styles will then be released into the market. The launch collection will be officially introduced at the Valentino spring/summer 2023 fashion show.

The partnership between Akoni Group and Valentino will be based in the organizations' shared vision for innovation, impeccable craftsmanship and unparalleled quality.



New generation packing. Image courtesy of Valentino

Last month, Valentino announced it was taking another step in its journey to sustainability with new recyclable packing, including shopping bags, boxes and tissue paper made with sustainable materials.

White shopping bags will be produced with 55 percent recycled paper, of which 40 percent originates from post-consumer waste and 15 percent from the recycling of refused production materials. Its cardboard boxes and tissue paper will be made using raw materials from sustainably managed forests ([see story](#)).

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