

APPAREL AND ACCESSORIES

## Kering boosts accessorial department, acquires French eyewear manufacturer

March 16, 2023



*Montblanc and Dunhill are two of the 17 brands in Kering Eyewear's growing portfolio, which UNT is set to join by mid-year. Image credit: Kering Eyewear*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has recruited another visionary to its eyewear company.

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Kering Eyewear has acquired Usinage and Nouvelles Technologies (UNT), a French manufacturer which provides much of the luxury eyewear sector with its metal and mechanical elements. Parties are expected to complete the deal by mid-2023.

20/20 and beyond

Since its founding in 2014, Kering Eyewear has quickly gained a foothold in the luxury eyewear market.

The company currently boasts 17 brands in its portfolio, many of which are Kering houses such as Gucci, Cartier, Montblanc, Pomellato and Balenciaga ([see story](#)).

Kering Eyewear oversees all processes from design to distribution and manufacturing to marketing of its in-house brands' eyewear .

In addition, the company has acquired many other prominent brands from across the eyewear industry.

In 2021, the company acquired Lindberg, a Danish luxury eyewear brand founded in 1969, for 100 percent share of its capital.

Lindberg is known for working with specialty materials such as acetate, titanium and buffalo horn ([see story](#)).

Last year, the company acquired U.S. sunglasses brand Maui Jim which was founded in Hawaii in 1987. The brand boasts patented technology such as its PolarizedPlus2 lenses which enhance colors visible to the wearer while protecting him or her from UV rays ([see story](#)).

In 2019, Kering Eyewear extended a contract with Italian eyewear maker Safilo, which is set to last through January 2024 ([see story](#)).

Founded in 1989, in France's Upper-Jura, a region considered the country's eyewear epicenter, UNT has an established connection with the larger Kering Eyewear company. Roberto Vedovotto, president/CEO of **Kering Eyewear**, acknowledges this history as an important starting point for the future.

"We are pleased to welcome UNT into the Kering Eyewear family," Mr. Vedovotto said in a statement.

"I truly admire the outstanding job that UNT has carried out so far and we are excited to embark on this new journey with a trusted and deeply valued partner," he said.

"Being a long-term, high-quality supplier of Manufacture Kering Eyewear, this new acquisition represents the opportunity to create an integrated luxury eyewear platform with best-in-class manufacturing capabilities, facilities and talents, in addition to supporting and further elevating the Jura district."

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