

COMMERCE

LVMH's Thlios buys French eyewear brand Vuarnet

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Since its inception in 1957, Vuarnet has been fusing together the world of sports and high-quality eyewear. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Eyewear company Thlios is following in the footsteps of a partial stakeholder.

The brand is buying French high-end outdoor sunglass label Vuarnet from London-based private equity firm NEO Investment Partners. Just two years after French conglomerate LVMH took a 49 percent stake in Thlios, the company is announcing its very first proprietary brand acquisition, stepping into a new era of growth within the luxury category.

"We are thrilled to announce the acquisition of Vuarnet, becoming Thlios' first proprietary brand," said Alessandro Zanardo, CEO of [Thlios](#), in a statement.

"Vuarnet is a legendary brand, with a unique history that deserves to be preserved and perpetuated," Mr. Zanardo said. "Its iconic design, its unique know-how on mineral lenses and its strong brand values, are a perfect match with our ethos and positioning."

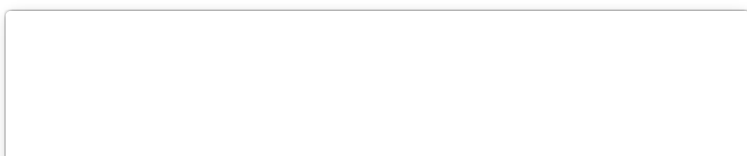
New framework

Since its inception in 1957, Vuarnet has been fusing together the world of sports and high-quality eyewear.

Founded by two French professionals, optician Roger Pouilloux and skier Jean Vuarnet, an Olympic gold medalist himself, athletic performance and craftsmanship have been a significant part of the brand's identity, with messaging that references the product line's origins as being "born in the mountains."

As one of the few in the industry that creates its own mineral lenses, Vuarnet is recognized by the French government for this effort. The country certified the Meaux-based brand as an "Entreprise du Patrimoine Vivant," or "Living Heritage Company."

Now, thanks to this acquisition, Thlios will gain access to that know-how.



[View this post on Instagram](#)

A post shared by Thlios (@thliosofficial)

With 66 years in business under its belt, Vuarnet has also made a name for itself within the film industry. Appearing in movies like 1969's *The Swimming Pool*, 1998's *The Big Lebowski* and *James Bond: Spectre* in 2015, some of Hollywood's biggest stars have been known to don the glasses, both on and off the screen.

This positioning appears to fit right in with its new owner, as Thlios is the official eyewear sponsor of the 80th Venice International Film Festival.

With nationally recognized expertise, a loyal fanbase and a creatively rich history, Vuarnet is offering its buyer many benefits, elevating Thlios' presence in the luxury eyewear world.

In return, Thlios aims to heighten the quality and push the boundaries of the proprietary brand's products.

Lending resources such as expansive development and research capabilities, as well as international exposure, the LVMH label known to collaborate with some of the mightiest giants in fashion ([see story](#)) is poised to help Vuarnet reach new heights.

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