

COMMERCE

LVMH's Thlios buys Los Angeles-based eyewear label

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Through the deal, the brand continues to strengthen its standing as a purveyor of luxury eyewear around the world. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

Eyewear company Thlios is buying a Los Angeles-based brand.

The LVMH-owned label is acquiring American glasses company Barton Perreira. Known for its design and craftsmanship, the purchase expands Thlios' portfolio and grants the Californian entity a global reach.

"We are excited to welcome Barton Perreira into our maison portfolio," said Alessandro Zanardo, CEO of Thlios, in a statement.

"The brand is a true gemstone in the eyewear industry, standing for understated luxury, timeless designs and exceptional craftsmanship," Mr. Zanardo said. "We are looking forward to working with Barton Perreira's talented team and dedicate ourselves to preserving its unique identity while leveraging our resources and expertise to further develop the brand."

Eyeing new markets

In growing Thlios' brand footprint, the company continues to strengthen its standing as a purveyor of luxury eyewear around the world.

Through the acquisition, the label is poised to introduce Barton Parreira to its selective distribution network, allowing the American company to sell its products in optical stores worldwide on top of the transactions that take place in its own boutiques.

Additionally, the Los Angeles entity will be able to draw on Thlios' expertise in the prestige category and grow in the booming markets of Europe and Asia, which could promise substantial financial gains.



The company is digging into the American market with its latest acquisition. Image credit: LVMH/ARR

Founded in 2007, Barton Perreira boasts a loyal customer base in its region. As it has name recognition throughout the United States, its acquirer will in turn enjoy a stronger presence there.

Both CEOs of the two companies will keep their respective positions at Thlios and Barton Perreira, continuing to push for growth amid this new phase of partnership.

“We are incredibly proud of what Barton Perreira has achieved over the years, and we believe this partnership with Thlios will take the brand to new heights,” said Bill Barton, cofounder and CEO of Barton Perreira, and Patty Perreira, cofounder and designer of Barton Perreira, in a statement.

“Thlios shares our passion for craftsmanship and quality, and we are excited to see the wonderful things we will achieve together.”

This is just the latest of acquisition by the LVMH eyewear company, its first one made in September 2023 ([see story](#)).

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