

COMMERCE

EssilorLuxottica, Moncler sign exclusive licensing agreement

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Now at the center of a new exclusive licensing agreement, the Lunettes collection was formerly distributed by Italy's Marcolin. Image credit: Marcolin

By LUXURY DAILY NEWS SERVICE

Italian eyewear conglomerate EssilorLuxottica and Italian fashion company **Moncler** are consenting to a new working relationship.

The duo has signed an exclusive licensing agreement involving the design, production and global distribution of Lunettes collection accessories. Effective from January 2024 through December 2028, the deal arrives with an option for an automatic renewal of five additional years becoming active at the end of the term.

"We have long admired Moncler as a brand that shares our equal passion for innovation and style, not to mention our born in the mountains' heritage," said Francesco Milleri, chairman and CEO of **EssilorLuxottica**, in a statement.

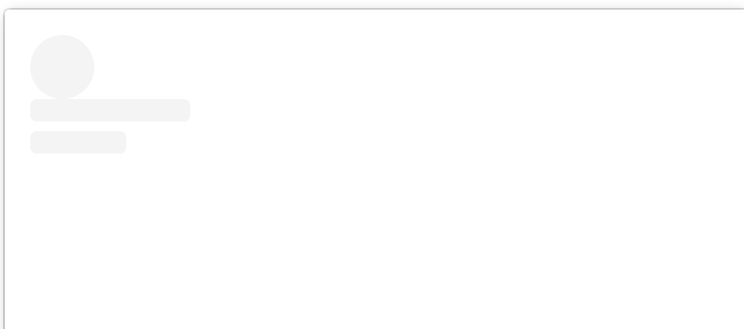
"Our teams are thrilled to embark on this journey to design and develop a unique eyewear collection that truly reflects the special Moncler brand."

Eyeing partnership

The cold weather expert's Lunettes collection offers functionality with modern flair. Matching Moncler's ready-to-wear assortment in this manner, the glasses suit both alpine and urban landscapes ([see story](#)).

The first items under the collection's umbrella to be produced with EssilorLuxottica will be released as part of a fall/winter launch, available September 2024.

Thanks to the agreement, Moncler eyewear will benefit from the experience and innovation that EssilorLuxottica is known for.





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A post shared by EssilorLuxottica (@essilorluxottica)

The Lunettes collection will be available at Moncler boutiques, EssilorLuxottica stores, moncler.com and through select optician partners globally.

“With the introduction of the new Moncler Lunettes collections, Moncler’s style will seamlessly merge with EssilorLuxottica’s know-how in eyewear, delivering a product at the forefront of design, innovation, and quality,” said Remo Ruffini, chairman and CEO of Moncler, in a statement.

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