

COMMERCE

Christian Louboutin, Marcolin sign eyewear licensing deal

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The contract covers the next six years. Image credit: Christian Louboutin

By LUXURY DAILY NEWS SERVICE

French footwear and accessories label Christian Louboutin is entering a new luxury segment.

Through an exclusive licensing agreement with Italian eyewear group Marcolin, the maison will now extend into the optical category. Debuting a collection during the spring/summer 2025 season, its partner will handle the design, distribution and manufacturing of its sunglasses and other frames.

“Christian Louboutin is progressively rolling out a strategy to become a complete lifestyle luxury accessories player and the eyewear and sunglasses categories are a natural extension for us,” said Alexis Mourot, CEO of [Christian Louboutin](#), in a statement.

“Marcolin is the ideal partner for this strategic partnership as they share the same vision for creating objects of desires of an outstanding quality and instantly recognizable creativity.”

Signing spectacle

The deal will be in effect through 2029.

Designs created under the agreement will nod to Christian Louboutin’s established codes. Upon their release next year, the frames will be available globally at “a network of selected stores,” and will target aspirational consumers.



The new selection of eyewear will be released in the first half of 2025. Image credit: Marcolin

“Today we are announcing a memorable partnership: we are extremely proud that such a prestigious and globally appreciated brand like Christian Louboutin has chosen us to make its debut in the eyewear industry,” said Fabrizio Curci, general manager and CEO of Marcolin, in a statement.

“This proves once again that the market recognizes Marcolin’s unique know-how in the design and manufacturing of luxury products of the highest quality.”

Luxury frames have been an active segment in recent months, with Italian eyewear conglomerate EssilorLuxottica unveiling new smart glasses at the Consumer Electronics Show ([see story](#)).

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