

COMMERCE

Kering acquires Italian eyewear manufacturer Visard

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The company is deepening its relationship with longtime partners. Image credit: Kering Eyewear

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering is growing its eyewear portfolio.

The company today announces its acquisition of Italian eyewear manufacturer Visard for an undisclosed sum. Kering has also taken a minority stake in Italian eyewear fabricator Mistral, in a deal that outlines a path to full acquisition by 2030; both transactions are expected to be completed in the third quarter of 2025, pending regulatory approval.

"Throughout the years, Visard, Mistral, and their respective founding entrepreneurs have provided an invaluable contribution to the success of Kering Eyewear, bringing unparalleled quality and technical expertise to our company," said Roberto Vedovotto, founder, president and CEO of **Kering Eyewear**, in a statement.

"We are therefore proud to welcome Visard within Kering Eyewear and delighted to partner with Mistral for the next phase of its development, confirming our commitment to continuing to support the exceptional human capital of the Belluno district, empowering it as the center of the eyewear industry, while further investing in innovation and promoting craftsmanship excellence."

New lens

Founded in 1985 and 1991, respectively, both Visard and Mistral have worked with Kering Eyewear before.

Through the purchase, the conglomerate seeks to strengthen its "leading position in the design, development and distribution of high-end eyewear."



Vistral and Mistral employ 75 and 120 artisans, respectively. Image credit: Gucci

Visard, located in the renowned Belluno eyewear district in Northern Italy, produces injected plastic sunglasses and optical frames. Once owned by Visard, Mistral spun off in the early 1990s; catering exclusively to luxury clientele, the company makes metal and acetate frames.

Other luxury brands are expanding their eyewear offerings, with U.S. footwear brand Stuart Weitzman expanding into the category earlier this year ([see story](#)).

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