

COMMERCE

Zegna licenses brand name to eyewear manufacturer to expand category

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By SARAH JONES

Italian menswear label Ermenegildo Zegna Group has entered into a 10-year licensing agreement with Italian eyewear manufacturer Marcolin to expand the fashion brand's eyewear business.

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The agreement covers both the fashion labels Ermenegildo Zegna and Agnona, the group's women's wear line, and will allow Marcolin to make sunglasses and eyewear bearing the fashion brands' names. When considering an extended license, it is important to consider fit, since the brand image is at stake.

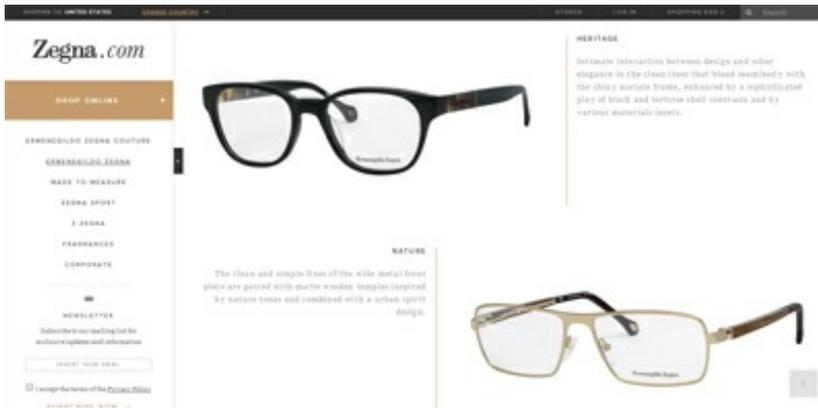
"Passion for excellence, high quality, style, and made in Italy: these are the core values perfectly shared by both groups, which are the basis of this partnership," said Giovanni Zoppas, CEO of **Marcolin**, Longarone, Italy.

"Zegna Group recognized in Marcolin the high capacity to interpret in the best way the style and DNA of the brands in the portfolio," he said. "Marcolin Group identified with the Ermenegildo Zegna high-value brand with undisputed worldwide relevance."

Interpreting style

Zegna has had some eyewear offerings produced on its own, but the licensing and the

accompanying expertise it will gain will help the brand grow in this category.



Zegna glasses

For Agnora, which has been designed by Zegna creative director Stefano Pilati since 2013, this will mark an entry into the eyewear category.



Zegna partnered with Maserati recently

From Marcolin, Zegna receives increased distribution channels, benefiting in the United States from the eyewear company's recent acquisition of Viva Optique, the second largest optical company in the country.

Marcolin has worked with a number of luxury brands, including Tom Ford, Montblanc, Swarovski, Tod's and Balenciaga, to adapt their aesthetic to eyewear.



Marcolin also worked with Roberto Cavalli

In a branded statement, Gildo Zegna, CEO of the Ermenegildo Zegna Group, said that Marcolin's ability to translate both brands' aesthetics in an innovative way impressed the group. He added that he believes Marcolin will be able to create a signature look for the eyewear collections for each of the brands that reflects the direction that Mr. Pilati is taking both labels.

The first collections under this new agreement are expected to launch in January 2015.

The right partners

Zegna has previously lent its brand name to other companies to expand into product categories.

For instance, in 2011 Estée Lauder Cos. inked an exclusive fragrance agreement with Ermenegildo Zegna Group, opening up yet another lucrative channel for the storied Italian brand.

The license provides Estée Lauder with rights to market fragrances as well as develop new product lines ([see story](#)).

Due to its strong ties to its national heritage, Zegna often chooses partners that share its Italian identity.

For example, Italian menswear brand Ermenegildo Zegna designed a capsule collection of active attire with Italian auto company Maserati for its yacht team.

Both brands are now selling the line on their Web sites, with Maserati touting the collection through an email blast. With this partnership, both brands are able to communicate their shared Italian history and heritage, while allowing Zegna to capitalize on Maserati's household name ([see story](#)).

"Marcolin is proud to contribute to the Zegna worldwide business expansion developing the Ermenegildo Zegna couture and Agnona eyewear, a key category for the brand's image," Mr. Zoppas said.

"The Ermenegildo Zegna Group and its brands have a reputation worldwide, and we are confident we can help to strengthen it in all markets through the quality of products and the power of our worldwide distribution," he said.

Final Take

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