

Marcolin signs new eyewear deals with Christian Louboutin and MAX&Co

Luxury eyewear group Marcolin has signed an exclusive global licensing agreement with Christian Louboutin. The deal, which runs until 2029, covers the design, manufacture and distribution of the French brand's sunglasses and optical frames.

"Today we are announcing a memorable partnership," noted Marcolin CEO & General Manager Fabrizio Curci. "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."

"This proves once again that the market recognises Marcolin's unique know-how in the design and manufacturing of luxury products of the highest quality."

Christian Louboutin CEO Alexis Mourot commented: "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."

"Marcolin is the ideal partner for this strategic partnership as they share the same vision for creating objects of desire of an outstanding quality and instantly recognisable creativity."



Two new deals bolster Marcolins prolific portfolio.



The Marcolin eyewear deal reflects Christian Louboutins ambition to become a complete lifestyle luxury accessories player.

The new eyewear collections will make their debut in selected stores worldwide from spring/summer 2025.

In other news, Marcolin and MAX&Co have announced the early renewal of their global licensing deal for

Marcolin signs new eyewear deals with Christian Louboutin and MAX&Co the design, manufacture and distribution of the brand's sunglasses and optical frames.

The partnership, which began in 2020, has been extended for a further six years, until 2023.

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