

Swarovski renews global eyewear licensing agreement with Marcolin

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Swarovski has renewed its global eyewear license with Marcolin Group, which will continue to design, produce and distribute Swarovski and Atelier Swarovski branded sunglasses and optical frames.

Building on a successful partnership which began in 2011 with the launch of the first eyewear collection, Swarovski has renewed its exclusive global eyewear license with Marcolin Group for another five years (Jan. 1, 2019 - Dec. 31, 2023). Marcolin Group, one of the world's leading eyewear manufacturers, will be responsible for the design, production and distribution of Swarovski and Atelier Swarovski collections of sunglasses and eyeglasses.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: "We are delighted to renew our agreement with Marcolin Group. Throughout our collaboration Marcolin Group has translated our vision into stunning eyewear pieces, showing true understanding of our brand DNA. We look forward to seeing our partnership grow and develop in the coming years."



Massimo Renon, CEO Marcolin Group, said: “This renewal agreement highlights the willingness of both companies to develop a long-term strategy for the further growth and internationalization of the brand, where the Marcolin Group styles today are the epitome of the Swarovski savoir faire. Swarovski’s excellence in terms of craftsmanship and creativity in the use of high-quality crystals, genuine gemstones and created stones, together with Marcolin Group’s expertise, are consolidated in a unified way.”



Swarovski Eyewear collections offer a wide range of sunglasses and optical styles. Iconic and masterfully crafted with a touch of glamour, they amplify sparkling individuality and modern femininity.