Vivienne Westwood signs eyewear licence with Mondottica

By Nigel Taylor - 17 March 2021

Vivienne Westwood has signed Mondottica International to design, produce and distribute its signature eyewear collections under licence.
The agreement, for both men’s and women’s sunglasses and ophthalmic eyewear, begins this month and will run through to the end of 2025.

Distribution will be global, with the sunglass range also available through Vivienne Westwood’s own retail network, website and selected global stockists.

Mondottica CEO Tony Pessok said: “Both of our companies hold similar values in terms of moving towards a sustainable future, and this will form the ethos of the collection that we will be producing.

“Vivienne Westwood is an iconic brand and individual, and the eyewear range will be respectful and aligned with their collections. The orb logo is a work of art, and I look forward to being able to interpret this with the teams into our product category”.

Vivienne Westwood CEO Carlo D’Amario added: “Developing design with a sustainable approach is paramount to us. Mondottica [is] not only a brand that shares our core values, but by looking to our brand heritage and traditional design principles, and through [its] innovation in recycled materials, are part of our move to a more sustainable future.”

Mondottica holds licences for a wide range of lifestyle and fashion brands, including Anna Sui, Cath Kidston, Christian Lacroix, Ducati, Hackett London, Joules, Karen Millen, le coq sportif, Maje, Pepe Jeans, Sandro, Scotch & Soda, Sergio Tacchini, Ted Baker, United Colors of Benetton and now Vivienne Westwood.

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