Skechers and Marcolin extend licensing agreement through 2024

By Robin Driver - 30 November 2021

American footwear and lifestyle company Skechers USA Inc. and Italian glasses specialist Marcolin have announced that they have renewed their licensing agreement for Skechers-branded eyewear until December 31, 2024.
The agreement entrusts Marcolin with the design, production and worldwide distribution of Skechers sunglasses, eyeglasses and kids’ eyewear.

The Skechers eyewear collection channels signature elements from the brand, including bright flashes of color and sporty silhouettes.

The brand’s eyeglasses can be purchased at authorized e-commerce retailers and select opticians, while its sunglasses are available in select Skechers stores in both the U.S. and international markets, as well as at a number of independent retailers and department stores.

Skechers reported revenues of $1.55 billion in the third quarter ended September 20, 2021, a figure that represented growth of 19.2% compared to the same period in the previous year.

The Manhattan Beach, California-based company expects to post annual sales of between $6.15 billion and $6.20 billion in the current fiscal year, while diluted earnings per share are predicted to be between $2.45 and $2.50. Skechers currently boasts 4,170 company- and third-party-owned stores around the world.

Working through its own direct network and a range of global partners, Marcolin distributes its products in over 125 countries. The eyewear manufacturer’s license portfolio includes several big-name brands, including Tom Ford, Guess, Adidas, Moncler, Ermenegildo Zegna, Timberland and Swarovski.

Earlier this year, the company, which already had 13 international subsidiaries, opened a new branch in Shanghai as part of its efforts to strengthen its presence on the Chinese market.

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