Global eyewear specialist Mondottica International Group has announced a “comprehensive” company rebrand with a new monochrome logo, “a striking eye avatar and a new impactful house style using sans serif Gotham font”.

To be used across all of its collateral, it said the new identity “reflects the growth in its licensed portfolio featuring a selection of the world’s finest accessible luxury brands’ optical and sun eyewear collections”.

The company has eyewear deals with a number of major names — and especially UK brands. They include Vivienne Westwood, Cath Kidston, Hackett London, Joules, Karen Millen, Pepe Jeans and Ted Baker (worldwide except the US and Canada). It also has deals with Sandro, Maje, Christian Lacroix, Scotch & Soda, and United Colors of Benetton.
CEO Tony Pessok said: “Our refreshed identity is a bold visual signifier of our position as one of the world’s most respected eyewear companies. We are a truly global company, partnering and being custodians of several of the world’s more exciting and successful fashion brands. We wanted our bold new branding to reflect this latest chapter in our history.”

To coincide with the rebrand, its digital platforms have all undergone “significant ‘structural’ reworking and redesign, helping customers to benefit from and enjoy a more complete buying experience, and learn more about its client brands and [its] services and offerings”.

This is alongside its “commitment to further its efforts to use sustainable and responsible business practices”. It’s a member of the United Nations Global Compact and UN Global Compact Network UK, and recent sustainability steps focus on areas such as product, packaging, POS, energy and working in partnership with its supply chain, people, and communities “to reduce negative impact and create positive change”.

By Sandra Halliday

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