



Independent yet united

## **Design Eyewear Group completes another acquisition.**

**With the acquisition of William Morris London, Design Eyewear Group is expanding its portfolio of premium and mid-market eyewear for independent opticians all over the world, bringing the company closer to its goal of becoming one of the world's leading multi-brand providers of designer eyeglass frames.**

"I'm proud that Design Eyewear Group can today announce the takeover of such a reputable company with strong and exciting brands. With the acquisition of William Morris London, we've strengthened our position as a design brand house, and we're pursuing our ambition to become one of the world's leading multi-brand providers of design eyewear to independent opticians," says Lars Flyvholm, CEO of Design Eyewear Group and continues: "William Morris London's brands each have a unique story based on the British design philosophy. The brands' DNA and position in the market fit perfectly with Design Eyewear Group's growth strategy and product range, and we look forward to joining forces to offer our customers an expanded, enhanced brand portfolio that caters for many different target groups and price classes."

**The founder of William Morris London is looking forward to the opportunity to grow further through Design Eyewear Group's strong sales network.**

"I'm delighted that William Morris London is now joining a very professional and global company like Design Eyewear Group," says Robert William Morris, who founded the company just north of London in 1996. He continues: "I'm very proud of the development William Morris London has undergone since it all began more than 25 years ago. I'm also convinced that Design Eyewear Group is the right partner to grow the company further through their global sales network, which was launched almost 50 years ago when Pro Design was founded in Aarhus in 1973." Robert William Morris has agreed to continue in the new setup as Senior Brand Ambassador. In this role, he will ensure that both customers and employees worldwide gain an insight into the company's DNA and the British design philosophy, while naturally ensuring that the design style is continued and further developed for all brands under the William Morris London portfolio.

**Acquisitions are part of the growth plan for Design Eyewear Group.**

Acquisitions are nothing new for Design Eyewear Group, which had seven different brands with French and Danish origins even before the acquisition of William Morris London. "Over the past five years, we've optimised all processes in the value chain from design, purchasing, logistics, quality control, customer service etc., making it easy for customers to have a one-stop shop where they have access to a broad brand portfolio combined with attractive benefits that create value for our customers," says Lars Flyvholm.

**Facts about William Morris London:**

William Morris London designs frames (optical and sunglasses) that are sold globally to independent opticians and through distributors. The company was established by Robert William Morris in 1996, and today the company designs and sells the William Morris London, Black Label and Charles Stone New York collections, among others.

William Morris London has its headquarters in Hatfield Heath, just north of London



WILLIAM MORRIS | LONDON

**Facts about Design Eyewear Group:**

DEG designs frames (optical and sunglasses) that are sold all over the world directly to opticians and through distributors. DEG has seven different brands, with a history dating back to the establishment of the Danish eyewear company ProDesign in 1973. Since then, brands such as FACE A FACE, WOOW, INFACE, ALIUM, KILSGAARD and NIFTIES have been added to the portfolio of brands.

DEG is headquartered in Aarhus and has sales offices in Paris, San Francisco and Bilbao.

