

MARCHON

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LONGCHAMP

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MARCHON EYEWEAR, INC. AND LONGCHAMP ANNOUNCE RENEWAL OF EXCLUSIVE GLOBAL EYEWEAR LICENSING AGREEMENT

NEW YORK, NY, JUNE 12, 2024 – **Marchon Eyewear, Inc.**, one of the world’s largest manufacturers and distributors of quality eyewear and sunglasses, and **Longchamp**, the French luxury brand, today announced the multi-year renewal of their global eyewear licensing agreement.

This agreement is for the worldwide, exclusive design, development, production, and distribution of ophthalmic and sunglass collections under the Longchamp name. Marchon and Longchamp first engaged as licensing partners in 2016, introducing the first-ever collection of eyewear for the brand in 2017. Over the years, Longchamp eyewear has grown as part of the brand’s continued success, taking cues from Longchamp’s iconic handbags and accessories. This renewal reaffirms the strong alliance between the two companies.

“We are incredibly proud to continue our successful partnership with Longchamp for many years to come,” said **Gabriele Bonapersona**, Chief Brand Officer at Marchon Eyewear, Inc. “The French elegance and Parisian lifestyle come to life in the Longchamp eyewear collection, attracting customers of all ages and fitting perfectly into our portfolio.”

“We are delighted to renew our successful partnership with Marchon. Eyewear is an essential fashion accessory, like a bag or shoes, to complete the silhouette of the Longchamp Parisian woman” said **Sophie Delafontaine**, Creative Director at Longchamp.

Longchamp eyewear is sold worldwide in select optical retailers, department and specialty stores, Longchamp boutiques and online at www.longchamp.com and www.eyeconic.com.

About Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world’s largest manufacturers and distributors of quality eyewear and sunglasses. The company markets its products under prestigious brand names including: Calvin Klein, Columbia, Converse, DKNY, Donna Karan, Dragon, FERRAGAMO, Flexon, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, Marchon NYC, Nautica, Nike, Nine West, Pure, Reserva, Skaga, Victoria Beckham and ZEISS. Marchon Eyewear distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Marchon Eyewear is a VSP Vision™ company, which is focused on its purpose of empowering human potential through sight and connecting its more than 85 million members to affordable, accessible, high quality eye care and eyewear. Marchon Eyewear has a proud history of commitment to sustainability and corporate social responsibility initiatives – EYES ON TOMORROW™ For more information, visit www.marchon.com and follow @marchoneyewear.

About Longchamp

Authenticity, sincerity, energy, optimism are the values that remain at the heart of Longchamp. Since 1948, Longchamp, the leather-sheathed pipe manufacturer, has expanded its offering to include travel accessories, handbags, ready to wear, eyewear and shoes to deliver a global lifestyle to its customers. Today, Creative Director, Sophie Delafontaine perpetuates this heritage and develops her vision of the authentic Parisian woman. Her style is fluid, natural, with “joie de vivre” for a contemporary

and cosmopolitan customer. Longchamp reinvents French elegance with a twist. Convinced that sustainability is an important component of manufacturing excellence, Longchamp's teams have always brought respect and attention to their products. "We produce, we care, we repair". Since 2019, the use of recycled fabrics has been introduced into the Le Pliage® line, with the goal now achieved since the end of 2022 of transitioning from the use of virgin polyamide to recycled polyamide throughout the entire Le Pliage® collection.

Preserving its independent family origins, Longchamp has been owned and managed by the Cassegrain family for four generations. Today, the brand has more than 400 stores in 80 countries. For more information, visit www.longchamp.com and follow @longchamp.