

Blackfin renews its decade-long partnership with Mood Eyewear for exclusive distribution in Canada

Agordo (Italy) / Ste-Julie (Canada), October 2024 – Blackfin, the Italian high-end Titanium eyewear company, announces the renewal of its partnership with Mood Eyewear, the exclusive distributor for the Canadian market. This collaboration, which began in the second half of 2014, marks its 10-year milestone, representing a significant step in the brand’s international growth strategy.

“We are truly happy and satisfied to continue working with Mood Eyewear,” says Nicola Del Din, CEO of Blackfin. *“The collaboration with André Bélanger and his entire team goes far beyond a simple business agreement. A deep synergy has been developed between us, extending on a personal level as well, making Mood not only a highly qualified distributor but also a trusted partner who shares our same vision of excellence in product, customer care and execution.”*

Since its entry into the market, Blackfin has experienced steady growth thanks to this collaboration, making Canada today one of the brand’s key markets, ranking among the top 5 globally.

“Mood Eyewear Inc is very proud of the renewal of the exclusive distribution agreement for the prestigious Blackfin brand in Canada”, says André Bélanger, President of Mood Eyewear. *“From the beginning of our business relationship, we were warmly welcomed into the global Blackfin family and committed to the ambitious project of introducing this exceptional titanium eyewear collection to Canada. The expertise and professionalism of the entire Blackfin team are greatly appreciated by all of us at Mood Eyewear”.*

The success is also due to the perfect alignment of values and business development between the two companies. Mood has always supported Blackfin in investing in targeted campaigns to strengthen the brand positioning, ensuring a qualitative and consistent distribution, presenting always all the new collections as well as providing efficient and timely service to our common customers.

This important relationship underscores a shared vision for growth, with the goal of further strengthening Blackfin’s presence in Canada.

BLACKFIN - neomadeinitaly | titanium | eyewear

Press info:

Silvia Boccardi | ZED_COMM | M. +39 327.2236481 | E. silvia@zedcomm.it

neomadeinitaly
titanium

Blackfin, created and Hand Made in Italy
at the Blackfin Black Shelter sustainable factory by
Pramaor Srl - italian titanium eyewear
via Nogarola17, 32027 Taibon Agordino (BL), Italy
T. +39 0437660523