



ACCESSORIES

Victoria Beckham, Safilo Group Ink 10-year Deal

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BY LUISA ZARGANI

MILAN – Victoria Beckham and Safilo Group have signed a 10-year global licensing agreement for the design, manufacturing and distribution of eyewear collections for the designer's namesake brand until December 2035.

The full eyewear range – both optical and sun – will be unveiled for the spring 2026 season, hitting the market in January next year.

"I'm thrilled to be working with Safilo to take Victoria Beckham Eyewear to the next level," said Beckham, the founder and creative director of the brand. "Their expertise in the field is unparalleled, with a longstanding reputation for exceptional quality and craftsmanship. With their global reach and industry-leading capabilities, I'm excited about the opportunities ahead and can't wait to bring our shared vision to life."

Beckham's eyewear collections were previously produced by Marchon.

Safilo is no stranger to the Beckham family. Last year, the Italian eyewear group revealed it had signed a perpetual license agreement with Authentic Brands Group for Eyewear by David Beckham. This replaced the previous contract that was due to expire at the end of 2030. The first Eyewear by David Beckham collection with Safilo was unveiled in 2020, designed by the iconic athlete who is Victoria's husband.

Victoria Beckham Ltd. is privately owned and has been on an growth trajectory through both its fashion and beauty businesses. As per the latest figures available, it reported a 52 percent uptick in revenue in the fiscal 2023 year, reaching 89.1 million pounds compared with 2022. Adjusted earnings before interest, taxation, depreciation and amortization hit 1.8 million

pounds, up from 200,000 pounds the year prior. NEO Investment Partners holds a significant minority stake in the business.

"We are excited to welcome to our portfolio one of the industry's most iconic creative directors," said Angleo Trocchia, chief executive officer of Safilo. "Together, we aim to strengthen the brand's position as a global eyewear reference in women's fashion, offering uniquely designed and beautifully crafted pieces that stand out for their attention to detail, minimal design and sophisticated aesthetics – a luxury proposition empowered by the influence and legacy of Victoria Beckham, who has successfully built and affirmed her brand within the fashion industry."

The license, he concluded, "will further enhance the women's portfolio within Safilo's brand architecture and strengthen our presence in the luxury segment."

Safilo, which is publicly listed in Milan, comprises owned brands Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street, and licensed brands ranging from Boss and Isabel Marant to Marc Jacobs, Moschino, Stuart Weitzman and Tommy Hilfiger, among others. Last month, Safilo and Carolina Herrera revealed the renewal of their global licensing agreement until 2031. It was first inked in 2022.

As reported, Safilo returned to growth in the first quarter of the year and delivered an improvement in profits and margins. Eyewear by David Beckham was among the drivers of the performance, Trocchia said, commenting on the results in May. In the three months ended March 31, the Italian eyewear group registered a 3.1 percent increase in sales to 285.8 million euros, compared to 277.2 million euros in the same period last year.





Victoria Beckham