

Thélios unveils new brand identity

The image shows the new brand identity for Thélios. It features the word "THĒLIOS" in a large, bold, black, sans-serif font. Below it, the tagline "LVMH Eyewear Excellence" is written in a smaller, black, serif font. The entire logo is centered on a light beige background.

THĒLIOS
LVMH Eyewear Excellence

[Thélios](#) unveiled its new visual identity during its Convention in Rome, while presenting the Fall 2023 collections of its Houses Dior, Fendi, Celine, Loewe, Givenchy, Stella McCartney, Kenzo and Fred.

According to the company, Thélios has entered a new phase of its development and aimed to mark this moment through a redesign of its brand identity. The new look has been meticulously crafted to express the values and raison d'être of Thélios: to pioneer a new experience in luxury eyewear, raising the standards of the industry.

This development took concrete form with the introduction of a new logo, of which the baseline - "LVMH Eyewear Excellence" - is a key element. The logo expresses a timeless elegance: minimalist yet statutory, the proportions are well balanced and the accent on the "e" has been simplified with an elegant horizontal line.

The 'o' also stands out, as the circular shape of the letter symbolizes an eye and the sun - a nod to the mythological origin of the name Thélios, derived from Theia, goddess of light and vision, and Helios, god of sun - but also a reference to the complete cycle of its value chain going from creation, through production to distribution.