

# Thélios acquires luxury eyewear brand Barton Perreira



Thélios headquarters in Longarone, Northeast Italy



"Design without compromises": Barton Perreira ranks amongst the top eyewear brands

The LVMH Group's eyewear division Thélios has signed an agreement to acquire Barton Perreira, a renowned luxury eyewear company cofounded by Bill Barton and Patty Perreira in 2007 in Los Angeles, California.

Known for "design without compromises and superb craftsmanship", Barton Perreira has established itself among the top eyewear brands and developing a loyal customer base for its collections.

The acquisition further expands Thélios' portfolio and contributes to strengthening its leadership in luxury eyewear excellence.

Alessandro Zanardo, CEO of Thélios, said, "We are excited to welcome Barton Perreira into our Maison portfolio. The brand is a true gemstone in the eyewear industry, standing for understated luxury, timeless designs, and exceptional craftsmanship. We are looking forward to working with Barton Perreira's talented team and dedicate ourselves to preserving its unique identity while leveraging our resources and expertise to further develop the brand."

Bill Barton, Co-founder and CEO of Barton Perreira and Patty Perreira, Co-founder and Designer of Barton Perreira, commented, "We are incredibly proud of what Barton Perreira has achieved over the years, and we believe this partnership with Thélios will take the brand to new heights. Thélios shares our passion for craftsmanship and quality, and we are excited to see the wonderful things we will achieve together."

Building on Thélios' and Barton Perreira's successful track record, this partnership will "elevate both companies to new heights in the eyewear industry". Through Thélios' distribution network, Barton Perreira will be introduced to the best optical stores worldwide, complementing the brand's own boutiques. The brand, which has a strong presence in the US market, will also benefit from

Thélios' global reach and luxury expertise, to grow in high-potential markets in Europe and Asia.

Both Bill Barton and Patty Perreira will keep their respective roles at Barton Perreira and continue to lead the brand in its new phase of growth.

The transaction is expected to be completed in the next few weeks. It follows Thélios' acquisition in September of its first proprietary brand, Vuarnet, a French eyewear company with a strong heritage and renowned craftsmanship in mineral lenses.