

COMMERCE

Canada Goose, Marchon sign exclusive eyewear licensing deal

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The spring 2025 release of sunglasses and prescription frames will jumpstart a worldwide rollout. Image credit: Marchon

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Outdoor clothing company Canada Goose is entering a new segment.

The luxury label has signed an exclusive, long-term licensing agreement with global eyewear manufacturer and distributor Marchon. The spring 2025 release of the first-ever Canada Goose sunglasses and prescription frames will jumpstart a worldwide rollout.

"Our expansion into eyewear marks an exciting new chapter for our brand, emphasizing a commitment to creating a lifestyle of products and deepening our connection with consumers across all seasons," said Dani Reiss, chairman and CEO of **Canada Goose**, in a statement.

"As with every product we create, we will deliver exceptional quality, craftsmanship and protection from the elements and we know that our partners at Marchon share our vision."

Signing spectacle

Performance will be at the core of the design of upcoming accessories produced for Canada Goose, with the pieces taking on the signature design elements of Canada Goose's clothing.

All licensed eyewear will also be crafted with sustainable materials.



Materials used will include titanium, plant-based resin and acetate generated from recycled carbon. Image credit: Marchon

"In our ongoing effort to add world-class partners to our portfolio of brands, we are excited to welcome Canada Goose and bring their performance luxury brand to consumers around the world," said Thomas Burkhardt, president of Marchon Eyewear, in a statement.

"Canada Goose shares our dedication to quality, craftsmanship, and design, along with their commitment to using sustainable materials, we are confident their expansion into eyewear will add to the brand's continued success."

Come 2025, Canada Goose eyewear will be available at select optical retailers and department stores, as well as at the label's boutiques and on its website.

Earlier this year, French footwear and accessories label Christian Louboutin inked an exclusive eyewear licensing deal with Italian manufacturing group Marcolin ([see story](#)).