

PRESS RELEASE

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Bogner awards Eyewear licence to Menrad

The Munich fashion company Willy Bogner GmbH & Co. KGaA and the long-established German company MENRAD the vision will be joining forces in the future.

“A new chapter in the world of Eyewear is beginning for us,” says Andreas Baumgärtner, CEO of Bogner. “Bogner stands for luxury in sport and fashion. We combine the best of both worlds – luxury sports fashion. That means we have to offer Eyewear collections that offer a functional focus coupled with high fashion and luxury.”

With this partnership, Willy Bogner GmbH & Co. KGaA is further expanding its successful licensing business and thus the lifestyle world in a targeted manner: the brand has already granted licenses for Shoes, Bags, Ski Equipment, Gloves and Guest Amenities to international key players. The Bogner apparel and licensed collections are currently distributed worldwide in more than 50 countries and sold by more than 6,500 retail partners, own stores, partner stores and shops-in-shops.

“Menrad stands for design, quality and reliability. We use only the best materials, take the latest technologies into account and follow international trends in Eyewear fashion. Our companies have the same values. We look forward to a long and successful partnership,” say brothers Eberhard and Herrmann Müller-Menrad, the owners and managing directors of the family business Menrad the vision.

The new Bogner Eyewear collection includes sunglasses and prescription frames for men and women. The new collection will be launched in summer 2019, before becoming available worldwide from that date in selected department stores, specialist shops, Bogner stores and online at bogner.com.

MENRAD was founded in 1896 and is family owned in the fourth generation. Headquartered in Germany and managed by the brothers Hermann and Eberhard Müller-Menrad, the company today has more than 800 employees in 10 countries worldwide. For 20 years, Menrad has been operating its own barrel production facility in Jieyang, China. With its own brands Menrad and Blueberry as well as the licensed brands Davidoff, Jaguar, Joop! and Morgan de toi and in future Bogner, Menrad sells on all continents in the upper market segment. This makes MENRAD one of the leading German companies in the eyewear industry.

Ferdinand Menrad GmbH + Co. Design und Werbung KG

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Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sport fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the Bogner (Woman, Man, Sport, Kids) and Bogner Fire Ice brands as well as licences. The company, which has existed since 1932, is led by CEO Andreas Baumgärtner, while the owner is Willy Bogner, the son of the founder. More information at bogner.com

Willy Bogner GmbH & Co. KGaA

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