



Press Release

Kering Eyewear and ZEISS Sunlens reach next milestone for sustainable sunglasses

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Kering Eyewear and ZEISS Sunlens have been collaborating for years in the development and supply of sun lenses. This year an important achievement in improving the carbon footprint of sunglass manufacturing has been reached through the development of more eco-friendly manufactured lenses. The newly developed sun lenses entail on a mass-balance base a significant part of bio-based material, complementing Kering Eyewear's sustainable frames and providing consumers with a valid option for sustainable sunglasses. It has already been certified for its effective improvement throughout the value chain by REDCert, a certification system accredited by the European Commission.

"Kering Eyewear and ZEISS both have sustainability and corporate responsibility anchored in their strategies as a priority", says Dr. Matthias Metz, President and CEO of ZEISS Vision Care. "As a company with a foundation as sole owner and a heritage of more than 130 years of corporate responsibility, we are taking sustainable actions throughout our entire value chain on our way to carbon dioxide neutrality in all our activities by 2025."

Introducing together with Kering Eyewear the sunlens with a significantly improved carbon footprint is one of the next milestones in making sun lens production more sustainable, highlighting the many different levers, from the use of bio-based materials to renewable electricity in manufacturing, to be activated to create sustainably better products.

Long-term partners in sustainability

ZEISS' goals of sustainability and responsibility are fully shared by Kering Eyewear. Since the very beginning, Kering Eyewear's approach has followed Kering's sustainability strategy, built on three key pillars: "Care, Collaborate and Create". These three values, shared across the Group, fully represent Kering Eyewear's vision, where, far more than an ethical necessity, sustainability is a driver of innovation and value creation, truly representing a core principle for the company.

"Kering Eyewear demonstrates its engagement on sustainability issues every day, making this topic its top priority. Since 2017, we have actively pursued materials and production processes to reduce the environmental impact, focusing on recycled or bio-based solutions. With an eye towards the future, Kering Eyewear is focused on empowering its imagination on sustainability to respect the environment, care about people, and create innovatively" commented Roberto Vedovotto, President and CEO of Kering Eyewear.



The new material will gradually be introduced into Kering Eyewear FW21 sun collections across all Brands in the portfolio.

Responsible production through the entire value chain

The focus on improved production is what motivated ZEISS Sunlens, the division which produces plano tinted lenses, to develop a more eco-friendly lens. This project is aimed at reducing carbon dioxide emissions and to certify this improvement throughout the value chain by independent organizations.

“Our goal with this sustainable lens is to be 100% aware of the resources that are used throughout the process and what the overall impact of this lens represents: from the raw material to the finished lens” says Pietro Speroni, Head of ZEISS Sunlens. “We aren’t looking for an easy green claim but for a thoroughly verified and certified process which makes a difference to our environment.”

“Supporting our partner Kering Eyewear’s sustainability ambitions and meeting growing consumer demand fits perfectly with the ZEISS values: seeing beyond limitations, enabling customers to develop further and contribute our share to a sustainable future,” adds Dr. Metz. “Of course, this project is just another step on our journey to a sustainable future, but it illustrates impressively how thoroughly sustainable products have and can be designed and produced.”

In the manufacture of clear organic prescription and stock lenses, ZEISS has been implementing a clear strategy to reduce its environmental footprint. For instance, new optical designs enable semi-finished lenses with up to 65 per cent lesser volume compared to conventional ones. Over the past ten years, the ZEISS Group has halved energy and water consumption, relative to revenues, as well as waste; and ZEISS Vision Care contributes to these achievements.

To read more about ZEISS Vision Care’s efforts for greener eyeglass lens manufacturing for clear, tinted, and photochromic lenses please log-in at zeiss.com/vision-news

Correction 17.08.2021: In the first paragraph, the reference for the part of bio-based material has been added.

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About Kering Eyewear

Kering Eyewear is part of the Kering Group, a global Luxury group that develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches.

Today, Kering Eyewear designs, develops and distributes eyewear for a complete and well-balanced portfolio of 15 brands: Gucci, Cartier, Saint Laurent, Bottega Veneta, Balenciaga, Chloé, Alexander McQueen, Montblanc, Brioni, Dunhill, Boucheron, Pomellato, Alaïa, McQ and Puma.

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 6.3 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 12 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 34,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG (status: 31 March 2021).

Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.