



Press Release

Marchon Eyewear and ZEISS Present the New Eyewear Collection

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ZEISS Vision Care and Marchon present the optical and sunglass models of the new Spring/Summer 2022 collection. The high-quality standards of both partners are realized in timeless sunglass and optical frame models that are by definition light and comfortable to wear.

Overview of the new collection

"Our joint collection is divided into three lines, which differ in their features and design," explains Reinhardt Hattingh, responsible for the partnership with Marchon at ZEISS. "The heart of the collection is the ZEISS ESSENTIALS line, inspired by one of the core elements of our brand that is reduction: 'Less is more'," Hattingh adds. These frames are easy to wear, comfortable and modern. The second line of the frame collection is ZEISS PIONEER, which represents the pursuit of innovation. Characteristic for this part of the collection are the clean lines of the frames, underlined by the transparency of the materials. The collection is completed with the ZEISS BEYOND line, resulting in precise details and technical features of the frames, thus representing the high value of research and development.

"Overall, the joint collection features high-quality materials such as the use of titanium, beta-titanium, and HD acetate, as well as premium features such as nose pads made of medical-grade and eco-friendly material," Hattingh concludes.

Insights into the sun eyewear styles

ZEISS sunglass styles reflect the optical collection and carry the design features of the three different collection lines. The frames are also made of high-quality materials and are lightweight. ZEISS Plano sunglass lenses with ZEISS engraving are incorporated into every pair of sunglasses. All sunglass styles are Rx-able with a wide range of popular ZEISS tints and gradients. The collection also includes polarized lenses in selected models.

ZEISS sunglasses and optical models will be available worldwide at select specialty stores and premium sun and optical retailers. Marchon Eyewear, with its extensive global distribution network, will handle the sales and marketing of the collection.



The ZEISS PIONEER frames represent the pursuit of innovation.



ZEISS BEYOND frames with rich horn colorations and titanium fronts and temples represent the utmost attention to detail and technical features.



The ZEISS ESSENTIAL sunglass styles are also characterized by minimalism.



With their flat metal fronts and trendsetting shapes, the sunglasses in the ZEISS PIONEER line symbolize the power of innovation.

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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 7.5 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2021).

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 13 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 35,000 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.

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.