



## Press Release

### **ZEISS Eyewear by Marchon Spring/Summer 2023 collection presents new frame styles**

#### **The successful cooperation between Marchon Eyewear and ZEISS continues**

Aalen, Germany | 15. May 2023 | ZEISS Vision Care

Following the successful launch of the collaboration in Spring 2022, Marchon Eyewear and ZEISS present the new Spring/Summer 2023 collection with a wider range of styles. The collection reflects the two brands' commitment to innovation and the development of cutting-edge technologies.

#### **Strong partners in eyewear**

"Working with Marchon Eyewear as one of the world's largest manufacturers and distributors of quality eyewear and sunwear, is a great asset for us. It's good to see that our joint efforts are well received by customers", says Reinhardt Hattingh, responsible for the partnership with Marchon at ZEISS. "The new Spring/Summer collection ties in with the existing style lines and surprises with innovative materials and features."

#### **The Spring/Summer 2023 collection at a glance**



#### **ZS23530S**

The new Essentials sunglasses are crafted with at least 45 percent plant-based resin. The bold rectangular frame front in Matte Grey, Matte Brown, Matte Transparent Khaki, and Matte Blue provides a sharp sporty look. The premium sun lenses with Thermo Force technology also offer infrared protection.

**ZS23123LPMAG-SET**

The ZEISS Beyond optical style is equipped with a magnetic clip-on featuring premium sun lenses. The LightPro® Technology reduces polarized light for enhanced, sharp vision. The timeless navigator frame-front is crafted in magnesium alloy and completed by Beta-titanium temples to increase the flexibility. The frame is available in Dark Ruthenium, Matte Black, Satin Brown, and Satin Blue variants.

**ZS23128**

This new visual style is characterized by the mix of high-quality materials and a novel rim lock system that helps eyecare professionals to remove the lenses without the help of a tool. In this style line, both temples are enriched by ZEISS laser etched logo. The indigo blue lamination on the acetate temple tips' very end, is a subtle mark of brand identity. The style is available in Matte Black / Ruthenium, Satin Green / Silver, Satin Brown / Gold, and Satin Blue / Ruthenium variants.

The ZEISS Spring/Summer 2023 collection will be available worldwide\* in selected optical stores and ZEISS Vision Centers, as well as premium sun and optical retailers. Marchon Eyewear, with its extensive global distribution network, will be responsible for the sales and marketing of the collection.

\*Not all products are available in all markets.

**Press contacts**

Giulia Pregnotato  
Marchon Eyewear  
Phone: +39 342 861 6373  
gpregnotato@marchon.com

Sarah Kopp  
ZEISS Vision Care  
Phone: +49 7361 591 1248  
E-Mail: sarah.kopp@zeiss.com

[www.zeiss.com/newsroom](http://www.zeiss.com/newsroom)  
[www.zeiss.com/vision-news](http://www.zeiss.com/vision-news)

**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 8.8 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2022).

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 38,000 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](http://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.