



PRESS RELEASE

THÉLIOS RETURNS AS OFFICIAL EYEWEAR SPONSOR AT 81st VENICE INTERNATIONAL FILM FESTIVAL – LA BIENNALE DI VENEZIA WITH LUXURY SUITE AT HOTEL EXCELSIOR

Longarone (BL), July 23, 2024 – In its third year of collaboration with La Biennale di Venezia, Thélios – LVMH Eyewear Excellence – is delighted to return as the official eyewear sponsor to the 81st Venice International Film Festival.

Building on the success of the first editions, Thélios will invest the Presidential Suite at the emblematic Hotel Excelsior with an exclusive showroom and lounge area. The Thélios Suite will host talents, media and guests to discover a curated selection of the eyewear collections from Thélios' Maisons and proprietary brands: Dior, Fendi, Loewe, Givenchy, Stella McCartney, Kenzo, Bulgari, TAG Heuer, Fred, Barton Perreira and Vuarinet.

Along with hosting movie press junkets or other industry events, Thélios will also welcome selected guests around memorable hospitality experiences.

Alessandro Zanardo: *"We are deeply honored to continue our partnership with Venice International Film Festival, an event that epitomizes the essence of Italian artistry and creativity. This collaboration not only reinforces our commitment to our local cultural heritage but also offers a showcase for the unparalleled elegance and craftsmanship of our products on one of the World's most prestigious Red Carpets."*

ABOUT THÉLIOS

The name "Thélios" is the synthesis of the names of the Greek gods Theia, goddess of light and sight, and Helios, god of the sun. Born from the will of LVMH Group, world leader in luxury, to establish itself in the eyewear sector, Thélios designs, produces and distributes sunglasses and optical frames for some of its most prestigious Maisons: Dior, Fendi, Celine, Givenchy, Loewe, Stella McCartney, Kenzo, Berluti, Bulgari, TAG Heuer and Fred. In addition, Thélios owns two proprietary brands, Barton Perreira and Vuarinet. With its Manifattura, located in Longarone, Italy, Thélios blends the distinct identity of each Maison with Italian craftsmanship to create exceptional luxury eyewear. Thélios offers its own "enlightened look" on the sector, providing the highest level of quality and excellence both in its products and service.

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