

# THÉLIOS

LVMH Eyewear Excellence

## PRESS RELEASE

### THÉLIOS RETURNS AS OFFICIAL EYEWEAR SPONSOR AT 82<sup>ND</sup> VENICE INTERNATIONAL FILM FESTIVAL - LA BIENNALE DI VENEZIA

**Longarone (BL), July 22, 2025** – Thélios, LVMH Eyewear Excellence, is delighted to return as the official eyewear sponsor to the Biennale Cinema 2025.

After a three-year partnership with the Venice International Film Festival of La Biennale di Venezia, Thélios returns for the fourth year in a row to be a supporter of the well-known event, rooted in the same Veneto origins. It also strengthens its connection with the world of cinema, which has been crucial in making eyewear an indispensable fashion accessory.

“It is a great honor for us to support the Venice International Film Festival, an ambassador of Italian excellence culture globally” - commented **Alessandro Zanardo, CEO of Thélios** - “Cinema and eyewear have always shared a taste for aesthetics, style and the narrative power of shapes: both are able to transform a detail into identity, an accessory into a symbol. Being present on this unique stage in the world gives us the opportunity to tell, through our glasses, the excellence of Italian craftsmanship: a knowledge made of precise gestures and meticulous attention to detail, much like the artistry of cinema itself”.

#### ABOUT THÉLIOS

The name “Thélios” combines the names of the Greek gods Theia, goddess of light and vision, and Helios, god of the sun. Created from LVMH’s desire to establish a presence in the eyewear sector, Thélios designs, produces, and distributes sunglasses and optical frames for some of the group’s most prestigious Maisons: Dior, Fendi, Celine, Givenchy, Loewe, Kenzo, Berluti, Bulgari, TAG Heuer, Fred; and Stella McCartney. Thélios also owns two proprietary brands: Barton Perreira and Vuarnet.

At its Manifattura in Longarone, Italy, Thélios blends each Maison’s unique identity with Italian craftsmanship to create exceptional luxury eyewear. Thélios delivers its expertise to the sector by offering the highest level of quality and excellence in both products and services.

#### MEDIA CONTACTS

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