



## PRESS RELEASE

### THÉLIOS RETURNS AS OFFICIAL EYEWEAR SPONSOR OF THE 83. VENICE INTERNATIONAL FILM FESTIVAL – LA BIENNALE DI VENEZIA

*The LVMH eyewear expert and La Biennale di Venezia have renewed a strategic partnership for the fifth year in a row*

**Longarone (BL), July 23<sup>rd</sup>, 2026** – Thélios, LVMH Eyewear Excellence, is delighted to return as the official eyewear sponsor to Biennale Cinema 2026.

The partnership, launched in 2022, strengthens the connection between Thélios and one of the most distinguished and internationally well-known film festivals, a global benchmark for the worlds of cinema, art and contemporary culture.

Once again this year, Thélios's participation at Biennale Cinema 2026 will be dedicated to celebrating the deep connection between cinema and eyewear: both are able to express identity, style and creative vision. In the history of cinema, eyewear has contributed to create iconic and timeless movie characters, becoming a distinctive element of cinematic aesthetics.

*"We are proud to continue our partnership with the Venice International Film Festival," **Alessandro Zanardo, CEO of Thélios** commented. "This event represents a world-renowned symbol of Italian cultural excellence and is a special opportunity for us to celebrate the dialogue between creativity, savoir-faire, and craftsmanship. We share deep-rooted values with the Festival, such as attention to detail, aesthetic exploration and a strong connection to the Veneto region."*

With its *Manifattura* based in Longarone, in the Veneto region, Thélios is committed to promoting the excellence of Italian craftsmanship and the "Made in Italy" concept around the world, combining innovation, quality, and exceptional manufacturing expertise.

#### 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 Vuarinet.

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 CONTACT THÉLIOS

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