

## **Lenskart launches Barcelona-born Meller in India and expands premium portfolio with new creative partnership with Labubu Maker Popmart; Strengthens Global House of Brands**

New Delhi, November 13, 2025 —Lenskart today announced the launch of Meller in India the Barcelona-born sunglasses brand it acquired earlier this year. The Company also revealed a new creative eyewear partnership with global pop-culture brand Popmart, strengthening its ambition to build a modern House of Eyewear Brands and positioning Lenskart as a centre for contemporary eyewear design.

The Pop Mart x Lenskart eyewear collection will launch in Singapore—online and in select Lenskart stores—from the first week of December. The range introduces collectable, character-inspired designs aimed at consumers who enjoy expressive, playful, and culturally resonant fashion accessories.

The partnership builds on Lenskart's expanding set of cultural collaborations, including Harry Potter, Hello Kitty, Pokémon, Dragon Ball Z, Superman, and Batman. These collaborations are helping Lenskart broaden the appeal of its eyewear through design-led storytelling that connects deeply with fans and emerging subcultures.

Meller, founded in Barcelona, has grown into one of Europe's most influential D2C youth eyewear brands, distinguished by its bold silhouettes, street-culture-inspired palettes, and expressive, fashion-forward aesthetic. With over 700k followers and strong traction across Europe and the U.S., Meller has built a vibrant global community and a deep connection with young consumers seeking distinctive, design-led eyewear.

In India, Meller will now be available across Lenskart's retail network as well as online via the Lenskart app and website. The collection will roll out first to ~500 curated Lenskart stores identified using GeolQ intelligence to match high fashion-affinity catchments.

Through brands like Meller, John Jacobs, Owndays, and creative partnerships such as Popmart, Dragon Ball Z and Harry Potter, Lenskart is gradually building a thoughtful premium portfolio shaped around what the new generation of customers wants. The eyewear industry has shown how strong platforms can help brands rise, and Lenskart hopes to play its part in enabling the next wave of expressive, design-led brands. Each brand represents a distinct design philosophy and consumer segment, enabling Lenskart to cater to a broader spectrum of global customers seeking individuality, premium quality, and style. On the lens technology side, global innovators Tokai and Rodenstock have also partnered with Lenskart.

"Our customers inspire every decision we make. They're seeking global design, individuality, and brands that feel authentic," said Peyush Bansal, Co-founder & CEO, Lenskart. "Meller's bold aesthetic and strong community make it a wonderful addition to our House of Brands. And through creative partnerships like Pop Mart, we hope to bring moments of play, imagination and collectability into eyewear in ways that delight our customers."

He added, "By growing our portfolio with brands like John Jacobs, Owndays and now Meller,

alongside collaborations such as Pop Mart, our goal is to offer customers more choice and better experiences. We see ourselves as an enabler for the next generation of eyewear brands providing the platform and capabilities for them to reach more people and unlock their potential."

Powered by Lenskart's distribution scale, full-stack supply chain, design ecosystem, and advanced technology capabilities, the integration of these brands ensures that they can reach new audiences and grow more meaningfully across markets.

As global eyewear evolves, strong multi-brand platforms have played a pivotal role in shaping the category. With its House of Brands vision, Lenskart aims to empower the next wave of expressive, design-led eyewear brands and cultural collaborations worldwide.

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### **About Lenskart:**

Lenskart is a technology-driven eyewear company with integrated operations spanning designing, manufacturing, branding and retailing. It has a global presence and offers prescription eyewear, sunglasses, contact lenses and eyewear accessories. Its customization and virtual platform are powered by technology such as AI-driven try-on features, simplifying eyewear purchase journey & enabling vision correction for customers.

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