



Fashion has a heart

MRketplace.com

Search:

GO

Connecting the people, ideas and energy of the menswear business

NEWS SEARCH

HOME

FEATURES

MARKET GUIDE

COMMUNITY

SCHMOOZING

EVENTS

MR TOOLBOX

LOGIN



Look inside MR's
Current Issue

- **Subscribe**
- **Reprints**
- **Special Reports**
- **Search past issues**

Trade Shows and Events

MR's calendar of trade shows, industry events, parties and conferences. Check out what's coming or add your own. [Go there now.](#)

In The News

Lucky Jeans Licenses Gluck for Watches

By: Harry Sheff

April 02, 2008

LOS ANGELES – Lucky Brand Jeans has licensed E. Gluck Corp. to manufacture, market and distribute watches under the Lucky name. Lucky's accessories roster includes handbags, jewelry, scarves and eyewear.

"As a company, E. Gluck Corp. is looking forward to introducing Lucky Brand Watches," said CEO Eugen Gluck. "The brand has an outstanding performance at retail and appeals to a very wide customer base. It is a strong addition to the E. Gluck Corp. brand portfolio."

"The designs these guys put together for us were great," commented Lucky Brand Jeans co-founder Gene Montesano.

The watches will be in stores for Fall 2008 with retail prices ranging from \$95 to \$595.

Lucky Brand Jeans operates 175 retail stores and sells apparel and accessories in department and specialty stores.

New York City-based E. Gluck Corp. is a privately-held, 50-year-old company that produces watches under the Armitron name and under license for Badgley Mischka, Zac Posen, Anne Klein New York.

[Get breaking news stories from MRketplace.com by e-mail. Register today.](#)

[Back](#)

ALEX CANNON

