

Ørgreen Optics Makes India Debut via Strategic Partnership with ZEISS India

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Danish eyewear label Ørgreen Optics has officially entered the Indian market through a strategic partnership with ZEISS India, marking the brand's first foray into one of the world's fastest-growing eyewear markets.

A Thoughtful Entry Into India's Premium Segment

Founded in 1997 and known globally for high-quality, design-led eyewear with production largely based in Japan, Ørgreen waited until market conditions were favorable before launching operations in India. According to founder and CEO Henrik Wenzel Ørgreen, the company took time to find the right partner — ultimately choosing ZEISS India for its strong reputation, distribution network, and market credibility.

With rising consumer incomes and shifting preferences away from logo-heavy fashion eyewear toward better craftsmanship and design, Ørgreen believes India is ready for premium, designer-quality eyewear. "We're not trying to sell cheap eyewear. We're trying to sell the best eyewear we have in the world," Henrik Ørgreen told ETRetail.

What the Partnership Offers

Under the collaboration, ZEISS India will represent Ørgreen's frames in the country, giving immediate scale and credibility — a critical advantage in India's eyewear retail landscape.

Most Ørgreen products are manufactured in Japan, continuing the brand's global production standards even as it enters new markets.

Pricing for the initial collections in India is positioned between ₹25,000 and ₹45,000 — covering a variety of materials including acetate, stainless steel, titanium, and even 3D-printed frames — underscoring Ørgreen's commitment to being firmly in the "designer eyewear" segment, rather than mass-market.

Long-Term Vision

Ørgreen sees India as a "huge potential market," but emphasises that its approach is built for the long haul. The company plans to invest in education and training of retail partners, ensuring that the unique design language — minimalist Scandinavian aesthetic fused with bold colours and premium finishes — is communicated properly to discerning consumers.

Speaking about global expansion, Henrik Ørgreen said their entry into India was not rushed; instead, it was a carefully planned move to align brand identity, product quality and market readiness.

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