

PRESS RELEASE

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## **Ermenegildo Zegna and Marcolin: Eyewear license agreement signed for brands Ermenegildo Zegna and AGNONA**

Milan, February 13, 2014

Marcolin Group and Ermenegildo Zegna Group announce the signing of the licensing agreement with exclusive rights for the worldwide production and distribution of sunglasses and eyeglasses for the brands Ermenegildo Zegna and AGNONA. Marcolin's high quality and stylistic standards perfectly combine with the style, exclusivity and international appeal of Zegna Group's brands, renowned all over the world as an example of Made in Italy excellence. The agreement applies to the overall brands' portfolio strategy; it marks the official debut of AGNONA –since January 2013 under the creative direction of Stefano Pilati – in the luxury eyewear segment, creating a synergy with the other product categories.

Both licensing agreement have a ten-year duration and the launch of the first collections is expected for January 2015.

Giovanni Zoppas, CEO Marcolin Group, said: *"We have in common the same passion for excellence that also characterizes our Atelier approach, from design to production, and we will meet significant and challenging goals. This partnership represents a step together in Marcolin's development plan, strongly supported by PAI Partners, strengthening and enriching the brands' portfolio, adding a leading brand that is among the most well-known and desired in the world such as Ermenegildo Zegna, expanding and contextualizing the feminine offer and boosting the AGNONA contemporary side".*

Gildo Zegna, CEO of the Ermenegildo Zegna Group affirmed, *"The ability of Marcolin to interpret in an innovative and creative way the characteristics and peculiarities of the brands' styles has impressed us. I am convinced that this approach will succeed in creating a precise signature for our eyewear collection in line with the evolution of style and image that Stefano Pilati is designing for both Ermenegildo Zegna Couture and AGNONA. I am certain that from this mutual collaboration and sharing of values both groups will obtain great satisfaction and will contribute to strengthening the image of Italian excellence in the world."*

## MARCOLIN GROUP

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2012, the company sold about 5.5 million eyeglasses with more than 700 models. The portfolio of brands under license includes: Tom Ford, Balenciaga, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland. The Group's own brands include Marcolin, National and Web.

In December 2013, Marcolin finalized the acquisition of Viva Optique, the second-ranked U.S. company in the field of eyewear, significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S.

## ERMENEGILDO ZEGNA

The Ermenegildo Zegna Group is a leading luxury menswear brand and one of the most renowned businesses in Italy. Founded in 1910 in Trivero, in the Biella Alps, by the young entrepreneur Ermenegildo, whose vision was to ethically create the world's finest textiles through innovation and the sourcing of the noblest fibres directly from their markets of origin, the company is managed today by the fourth generation of the Zegna family with Gildo Zegna as CEO. Since the late 1980s, the company has implemented a comprehensive strategy of verticalization, creating a global luxury brand which now ranges from fabric to clothing to accessories, is focused on retailing, pioneering early entry in emerging luxury markets, BRIC and Asia in particular, and was the first luxury brand to open a monobrand store in China in 1991.

Ermenegildo Zegna celebrated 100 years of excellence in 2010. Today there are 543 Zegna stores (303 company-owned) in over 100 countries around the world. The total Group revenues in 2013 reached € 1.270 bn.

In March 2012 the Group launched ZegnArt, an independent commitment focused on international collaboration in the field of visual arts.

[www.zegna.com](http://www.zegna.com)

## AGNONA

AGNONA, the women luxury brand part of the Ermenegildo Zegna Group, is a leading manufacturer of garments produced with the most exclusive yarns: fine Australian wool, Peruvian alpaca, cashmere and silk from Tibet and China, and Vicuña.

Founded in 1953 in Borgosesia, AGNONA started its activities as a textiles supplier for some of the major international fashion houses. In 2000 the Ermenegildo Zegna Group takes over full control of AGNONA, giving it a new impetus.

The company has 17 stores worldwide, including 10 stores directly owned. AGNONA is synonymous with a timeless elegance that is understated and distinguished by an absolute attention to detail. Outerwear has been the cornerstone since the beginning. Draped or fitted, the double yarn that characterizes the brand is both lightweight and ultra-warm. In 2013, Stefano Pilati is appointed Creative Director of the brand. The designer is perfectly aligned with the company's DNA: refined interpretation that is at the same time bold and severe, luxuriousness, meticulous clean lines and precious fabrics.

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