

FOR IMMEDIATE RELEASE

**MARCOLIN GROUP TO OUTFIT ANGELS IN EYEWEAR****An alliance between Marcolin Group and L Brands (Victoria's Secret and Victoria's Secret PINK) gives rise to a new digital business model for the world of eyewear.**

Longarone (Belluno), December 18, 2018

Time-to-market and omni-channel are keywords when it comes to competing in today's rapidly evolving marketplace. That is why Marcolin Group and L Brands have decided to establish a truly unique approach to the eyewear industry that is fast-responding and digitally-oriented.

As a result of their relentless pursuit of innovation and experimentation, Marcolin Group once again forges the way for advancement and growth in the face of a soft market. The strategic value of this partnership is defined by the development of a business model capable of quickly responding to digital transformation, and the ability to capture the needs of increasingly demanding and connected consumers.

The first eyewear collection created by the partnership with L Brands was unveiled on November 8, 2018 at the Victoria's Secret Fashion Show. The Supermodels wore the Marcolin Group designed and manufactured Victoria's Secret and Victoria's Secret PINK sunglasses down the catwalk. The styles reflect not only the DNA of the world of Victoria's Secret and Victoria's Secret PINK, but also the business philosophy of the brands.

Modern, appealing shapes characterize the Victoria's Secret eyewear collection. The styles are embellished with elegant details, such as stones, and feature iconic elements intrinsic to the brand, including the striped pattern and gold coloring, all creating a feminine, glamorous, and sparkling allure.

The Victoria's Secret PINK styles are designed to be young and fun, created with free-spirited university-age girls in mind. The collection features cat-eye frames with lengthened profiles, as well as technical-styles, which together, present a continuous blend of fashion-forwardness and sporty-chic. These frames are immediately recognizable by the presence of the logo featured in special treatments and finishes. Additionally, Victoria's Secret PINK's iconic polka-dot pattern is re-interpreted with a fresh, contemporary twist.

Victoria's Secret and Victoria's Secret PINK eyewear will launch as flash collections, releasing new product waves every two to three months at key times throughout the year available for purchase in stores and online.

The styles will be available for purchase on [victoriasecret.com](http://victoriasecret.com). The boutiques will showcase the eyewear with merchandising concepts specific to eyewear and in the spirit of the brands.

The product will also be available for purchase directly through Victoria's Secret and Victoria's Secret PINK's Instagram profiles.

The worldwide licensing agreement will be valid until the end of 2023. Global distribution in the optical market will begin in 2019.

Les Wexner, L Brands' Chairman and CEO, said: *"We're thrilled to unveil our first-ever exclusive licensing partnership. This extension of the brand with Marcolin Group – a global leader in innovative, high-quality eyewear – speaks to the power of Victoria's Secret and our commitment to delivering her fashion for every moment".*

Massimo Renon, CEO Marcolin Group, stated: *"Marcolin Group has always had an innovative approach to the world of eyewear, and, once again, by forming an alliance with L Brands (Victoria's Secret and Victoria's Secret PINK), our group leads a vision that is up-to-date, contemporary, and keen to meet the needs of new consumers in a fast-moving and rapidly-developing market. Marcolin Group yet again confirms its clear and simple strategy to be a global player with a brand portfolio made up of high-level international brands, which are versatile, eager to innovate and complementary to one another".*

### **Marcolin Group**

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, continuous innovation and a unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Bally, Moncler, Ermenegildo Zegna, Roberto Cavalli, Atelier Swarovski, Tod's, Emilio Pucci, Balenciaga, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Montblanc, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2017, the company sold about 14 million eyeglasses.

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

### **L Brands**

L Brands, through Victoria's Secret, PINK, Bath & Body Works, La Senza and Henri Bendel, is an international company. The company operates 3,115 company-owned specialty stores in the United States, Canada, the United Kingdom and Greater China, and its brands are sold in more than 800 additional franchised locations worldwide. The company's products are also available online at [www.VictoriasSecret.com](http://www.VictoriasSecret.com), [www.BathandBodyWorks.com](http://www.BathandBodyWorks.com), [www.HenriBendel.com](http://www.HenriBendel.com) and [www.LaSenza.com](http://www.LaSenza.com).

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