

FOR IMMEDIATE RELEASE

---

## MARCOLIN GROUP AND BARTON PERREIRA SIGN EXCLUSIVE MULTI-YEAR GLOBAL DISTRIBUTION AGREEMENT

Longarone (Belluno), January 23, 2019 — [Marcolin Group](#), one of the leading companies in the eyewear sector, and Barton Perreira, the Los Angeles-based independent eyewear brand announced today they have entered into an exclusive agreement for the broad based international distribution of Barton Perreira sun and optical eyewear. The distribution agreement will commence February 1, 2019.

Under the new agreement, Marcolin Group will begin to bring Barton Perreira's exquisite men's and women's eyewear collection to select retailers and optical shops in Southern Europe (including Spain, Portugal, Greece, and Italy), the Middle East, Eastern Europe (including Russia), Pacific Asia Countries (except Japan), Southeast Asia, South America and Mexico.

Barton Perreira will continue to handle design and manufacturing as well as manage sales to accounts in the rest of Europe, the United States, Canada and Japan.

Founded in 2007 by Bill Barton and Patty Perreira, [Barton Perreira](#) is known for redefining the industry with innovative technology, unparalleled design and impeccable craftsmanship. Every frame is architecturally sculpted in Japan by best-in-class artisans using only high-quality materials. Through generations of expertise and a meticulous manufacturing process focused on perfecting every detail from the frame's foundation to its deep glossy finish, every frame is executed with the perfect precision, fit, and design.

Massimo Renon, CEO of Marcolin Group, affirmed: *"Barton Perreira is a symbol of excellence and unparalleled quality. This long-term partnership offers a unique opportunity for Marcolin Group to distribute, starting from selected countries, an eyewear collection which represents infinite creative inspiration and timeless elegance. With this new brand, we enhance our portfolio and open new opportunities for Marcolin Group to diversify the commercial business model."*

Bill Barton, founder/CEO of Barton Perreira: *"It is a great honor for Barton Perreira to enter into this new distribution agreement with the Marcolin Group. I believe that this partnership is unprecedented in our industry. For a company of Marcolin Group's stature to believe in our product, brand and future is very gratifying. Utilizing their amazing sales team and customer service to reach new retailers throughout the world will take Barton Perreira to new heights."*

Patty Perreira, founder/designer: *"With Marcolin Group's expertise, we are thrilled to collaborate with an exceptional partner who understands our vision for Barton Perreira as well as our commitment to production, design and exclusive distribution."*

### **About 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, Victoria's Secret, Victoria's Secret PINK, Roberto Cavalli, Atelier Swarovski, Tod's, Emilio Pucci, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2018, the company sold about 14,6 million eyeglasses.

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

### **About Barton Perreira**

Launched in 2007 by visionaries Bill Barton and Patty Perreira, Barton Perreira is an independent fashion eyewear brand that is dedicated to innovation and redefining the industry through unparalleled design, impeccable craftsmanship, and a personal approach to customer relationships. Each frame is handmade in Japan. Barton Perreira is sold at its flagship retail boutiques in New York City, Nashville, Aspen and Kansas City, as well as exclusive optical accounts and finer department stores worldwide. To view the collection, please visit: <http://www.bartonperreira.com>

#### **Marcolin Group contacts:**

Serena Valente

Worldwide Head of Communication & Events

+39 02 76387611

[svalente@marcolin.com](mailto:svalente@marcolin.com)

Community, Strategic Communications Advisers

+39 0422 416 111 / +39 02 89404231

Giuliano Pasini +39 335 6085019

[giuliano.pasini@communitygroup.it](mailto:giuliano.pasini@communitygroup.it)

Investor Relations

Sergio Borgheresi

+39 0437 777111

[invrel@marcolin.com](mailto:invrel@marcolin.com)

#### **Barton Perreira contacts:**

Michelle Ravelo

PMK\*BNC

310 854 4755

[Michelle.ravelo@pmkbnc.com](mailto:Michelle.ravelo@pmkbnc.com)

Carrie Morris

PMK\*BNC

212 373 6131

[Carrie.morris@pmkbnc.com](mailto:Carrie.morris@pmkbnc.com)