

FOR IMMEDIATE RELEASE

---

**MARCOLIN GROUP AND MAX MARA FASHION GROUP:  
AN EXCLUSIVE WORLDWIDE LICENSING AGREEMENT  
HAS BEEN SIGNED FOR SPORTMAX EYEWEAR**

Longarone (BL), February 19, 2019 — Marcolin Group, one of the leading companies in the eyewear sector, and Max Mara Fashion Group, one of the most important international fashion houses recognized throughout the world as the forerunner of modern prêt-à-porter, have today announced the signing of an exclusive worldwide licensing agreement for the design, production and distribution of sunglasses and eyeglass frames for women, under the Sportmax brand.

The agreement is valid for five years, with effect from 1<sup>st</sup> January 2019 until December 2023.

The Sportmax Eyewear collection will be previewed for the optical channel in February 2019 at MIDO, the world's largest global event dedicated to the eyewear sector.

Designed for confident women who love design and attention to detail, the Sportmax sunglasses and eyeglass styles created by Marcolin Group have modern and geometric shapes and are distinctive due to the use of a combination of contrasting materials. Building on the brand's aesthetics, in which sports and fashion influences merge together with tailoring, a collection has emerged that enhances the sense of movement and energy through bold, daring silhouettes. Interplays of textures and material layering define a cohesive and impactful language that perfectly reflects the DNA of Sportmax.

The collection will be on sale from April 2019 at selected opticians and in Sportmax and Max Mara boutiques.

Massimo Renon, CEO of Marcolin Group, stated: *"The partnership with Max Mara Fashion Group represents an alliance with one of the most important Made in Italy fashion houses — a symbol of excellence and experimentation. Both groups are characterized by a forward-looking business model aimed at seeking out cutting-edge technological and manufacturing solutions, high-quality production processes and excellent professionalism of their human resources. The Max Mara Group has found in us the ideal partner to further improve and internationalize the brand, developing common synergies and plans over the medium to long term".*

Luigi Maramotti, Vice Chairman of the Board of Directors of Max Mara Fashion Group, added: *"We are excited about working with Marcolin Group and we believe that this agreement is of strategic value in the development process of the Sportmax brand. Both companies share a passion for design, craftsmanship, attention to detail and the continuous search for innovative materials. We are confident that the partnership with Marcolin Group will ensure a global growth in the eyewear collection, consistent with the values of the Sportmax brand".*

### **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 Sportmax**

Among the brands of the Max Mara Group, Sportmax affirms its vocation for continuously researching and experimenting with shapes and craftsmanship, firmly maintaining its roots in the Italian manufacturing tradition. Founded in 1969, the brand was a pioneer in offering matching pieces that could be purchased separately or together, depending on the client's taste and needs: a revolutionary approach at the time, which Sportmax has always combined with tireless research into technologies and materials, defined by Vogue as "exceptional" even back in 1972. Since its 1976 runway debut in Milan, Sportmax has been recognized and loved for its bold and innovative spirit, capable of anticipating trends. A brand that has made design and research the center of its focus, so it always remains modern and current.

<https://it.sportmax.com/>

### **Max Mara Fashion Group**

Recognized throughout the world as a forerunner of modern prêt-à-porter, the Max Mara Group is one of the most important international fashion houses and the leading Italian-founded company launched in 1951 by visionary Achille Maramotti with the intention of proposing top-of-the-range women's clothing produced according to the highest quality industrial processes. Today the Group has 9 brands, organized by style and image, and a worldwide distribution in over 2600 stores in more than 100 countries.

The company remains privately owned.

#### **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)