

**FOR IMMEDIATE RELEASE****MARCOLIN GROUP AND EMILIO PUCCI TOGETHER UNTIL 2024**

Longarone (BL), September 17, 2019 - Marcolin Group, one of the world's leading eyewear companies, and Emilio Pucci, a Florentine fashion house that has always been synonymous with luxury, colour, design and "joie de vivre", announced today the renewal of their worldwide exclusive licensing agreement for the design, production and distribution of Emilio Pucci branded sunglasses and eyeglasses.

The partnership was renewed for an additional 5 years, until 31 December 2024.

Marcolin Group has been developing eyewear models for the Tuscan brand since 2015, perfectly embodying its aesthetic codes through the use of characteristic motifs and colours re-imagined in an innovative way.

Modern design concepts, sophisticated craftsmanship, and refined structural elements, together with great attention to detail, define the sunglasses and eyeglasses aimed at a woman who is feminine, and who appreciates an elegant and creative aesthetic.

The collections express energy and emotion with their unprecedented chromatic brilliance, transcending seasonal trends.

**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, Sportmax, 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 Emilio Pucci**

The Marquis Emilio Pucci founded the company that bears his name in the 1950s, becoming famous throughout the world as the "Prince of Prints". Taking inspiration from natural landscapes, architecture and exotic cultures, he created kaleidoscopic prints that made an indelible impact. Today, these prints are updated each season in a faithful and contemporary way. Pucci's creations, which are a mix of Italian exuberance and simple shapes, celebrate colour and an unconventional lifestyle. Like an invitation to "La Dolce Vita" that has been a shining light since 1947, there are a sophisticated blend of hues and the distinctive traits of the brand's style. Pucci's colour combinations are immediately recognizable and represent energy and excitement while simultaneously maintaining a certain essential feel in terms of the styles of models and flowing dresses. In addition to ready-to-wear creations, the Pucci universe offers its sophisticated clientele a complete style that stands out for its concept of the Italian lifestyle, ranging from beachwear to resort wear, to the worlds of art and design. Emilio Pucci is a brand with worldwide recognition and is distributed worldwide, with boutiques and pop-ups based in select locations inspired by the founder's journeys - New York, Miami, Capri, Florence, Milan, Hong-Kong and Seoul.

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

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