

FOR IMMEDIATE RELEASE

**MARCOLIN GROUP CONSOLIDATES ITS MARKET SHARE
FOR EYEWEAR:
AGREEMENT SIGNED WITH MAX&CO.**

Longarone (BL), September 26th, 2019 — MAX&Co., one of the world's most important ready-to-wear fashion brands, has been added to the brand portfolio of the Marcolin Group.

An exclusive worldwide licensing agreement was signed for the design, production and distribution of women's eyewear under the MAX&Co. brand for a five-year period from 2020-2024.

A well-kept secret of some of the most stylish women in Italy and beyond - MAX&Co., whose collections balance quality, originality and versatility, has recently presented a new brand identity and design direction at Milan Fashion Week.

Elia Maramotti, Brand Director of MAX&Co. remarked: *"Our partnership with Marcolin Group marks an important step in the evolution of MAX&Co. Together, we will develop design driven eyewear, with the same attention to materials and details found in our ready-to-wear collections"*.

The MAX&Co. eyewear designs developed by Marcolin Group offer lightweight frames in a rich colour palette with signature brand detailing. Silhouettes range from creatively reinterpreted classics to dynamic contemporary styles for the fashion forward.

The MAX&Co. eyewear collection developed by Marcolin Group will be available in select opticians and in MAX&Co. boutiques worldwide.

Massimo Renon, CEO of the Marcolin Group, commented: *"We are honoured to have entered into this agreement for MAX&Co., which enriches our offering in the women's eyewear sector. The opportunity to work on the design, production and distribution of this brand allows us to experiment with new ways of creativity and style, and to express the full potential of MAX&Co.'s contemporary image through their eyewear"*.

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.

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