

FOR IMMEDIATE RELEASE

LONGINES LAUNCHES A DAZZLING EYEWEAR COLLECTION WITH MARCOLIN GROUP

Longarone (BL), October 8, 2019 — In collaboration with Marcolin Group, Longines has created a collection of optical and sun eyewear for men and women. Developed in accordance with the strictest quality criteria and careful attention to detail, this new range captures the brand's aesthetic and technical know-how to offer performance-oriented, elegant products reflective of its timepieces.

Longines is launching a collection of optical frames and sunglasses for men and women, inspired by the brand's traditional values. The eyewear models mirror the diversity and compliment the Swiss company's collection of timepieces, fully incorporating its expertise.

Made using the best materials and the highest quality glass, these products reflect the very essence of the winged hourglass brand, which has collaborated with Marcolin Group, one of the worldwide leading companies in the eyewear industry, to create this new range.

Longines' creations incorporate multiple elements of style echoing its timepieces and craftsmanship expertise. The sunglasses are categorised into three segments: "Classic" characterized by timeless elegance, "Heritage" inspired by the brand's rich history, and "Sport" defined by a continuous quest for innovation and performance.

Massimo Renon, Marcolin Group's CEO, added: *"Marcolin Group meticulously developed highly recognizable Longines eyewear products identifiable by elegance and sporty design, conceived for those who value authenticity and high-quality. We are proud to be partnered with them to transform the distinct heritage of the Longines brand into extraordinary sunglass and optical styles made with excellence".*

The sunglass collection will be available in select Longines Boutiques this fall. The complete new eyewear collection will be available in the Marcolin Group distribution network beginning November 2019.

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, 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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