

FOR IMMEDIATE RELEASE

OMEGA LAUNCHES A NEW COLLECTION OF LUXURY EYEWEAR IN COLLABORATION WITH MARCOLIN GROUP

Longarone (BL), October 8, 2019 — Following the launch of its debut sunglass collection in 2016, the iconic Swiss watchmaker OMEGA is proud to release its next exciting range of sunglass and optical styles for men and women.

In every detail of the eyewear collection, there is clear inspiration from OMEGA's respected heritage and luxury timepiece range. Whether it is the materials used in the frames or identifiable features inspired by crowns and bezels, fans of OMEGA will be able to see the harmony between the sunglasses and watches they wear.

Massimo Renon, Marcolin Group's CEO, affirmed: *"The OMEGA eyewear collection realized by Marcolin Group is crafted in Italy with top-quality materials and obsessive attention to details recalling the exclusivity of the brand. Its pioneering spirit, deep and long expertise in luxury, precision and innovation, further enhance Marcolin Group's brand portfolio in terms of refinement and excellence".*

With the growing success of the brand's eyewear range, OMEGA has extended its distribution to independent retailers, as well as its own corporate boutiques and online shop. The complete new eyewear collection will have expanded availability through the Marcolin Group distribution network.

For customers, this means even greater access to the new collections when they are made available worldwide beginning November 2019 at select opticians, department stores and brand boutiques.

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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