

MARCOLIN

WEB

E Y E W E A R

THE LOOK OF A NEW STORY

WEB EYEWEAR, the house brand of Marcolin, has chosen to redefine its identity in 2022. This new chapter of the story focuses on the *Italian art of living*, the heart of the brand revamp that wants to highlight the quality of the design and materials and the recognizable craftsmanship of the details through every collection.

The restyling of the logo, website, and social networks of WEB EYEWEAR represents an aesthetic transformation that is also seen in the striking ad campaign for the new SS22 collection.

Each element of the campaign, art directed by award-winning London based Creative Bureau BRVTO and shot by fashion photographer Stefano Galuzzi and video directed by Alberto Girotto, “Leone D’Oro” winner at the Venice Film Festival, interprets the Italian art of living which animates WEB EYEWEAR’s new eyewear and sunglasses collections.

The new WEB EYEWEAR collection is poised between evident refinement and graceful elegance.

The skillful craftsmanship that stems from Marcolin’s expertise in eyewear design and manufacturing gives life to styles that fascinate and seduce with their alluring details and ever-evolving design.

The frames’ style is enhanced by lines combining sharp with soft profiles. The brand expresses its dynamic spirit through volumes and thicknesses that update timeless shapes with a unique and unmistakable personality.

The silhouettes speak of modernity thanks to a constant search for new materials and great attention to each and every detail.

The new design of the iconic “torchon” detail and the new pins are just a few of the features that interpret WEB EYEWEAR’s new identity, reflecting the great value of the Italian art of living.

For further information please visit the brand’s official website www.web-eyewear.com and Instagram profile [@webeyewearofficial](https://www.instagram.com/webeyewearofficial).

ABOUT WEB EYEWEAR

WEB EYEWEAR, house brand of Marcolin since 2008, is an Italian brand appreciated for the craftsmanship, design, and personality of Italian style that define its identity. Iconic elements, minimalist lines, natural colours, tactile, and transparent effects are the distinctive traits of a personality that expresses itself through the utmost quality of the materials used and cutting-edge design. 2022 marks for WEB EYEWEAR the beginning of a new path, looking to the future with a special focus on technological evolution while staying true to the brand’s identity. A relaunch that rethinks the WEB brand, starting with product design but without overlooking new commercial, distribution, and marketing strategies. WEB EYEWEAR products are sold in: Italy, Spain, Portugal, France, Benelux, Middle East, Russia, Latin America, and Brazil through an international network of over 2,000 selected retailers.

WE0325



Classicism is reborn through creativity and technology. A timeless frame with redesigned thicknesses and volumes that is constructed on overlapping acetate layers. Experience meets sensitivity in these high-quality sunglasses embellished with exclusive details: the new rhombus-shaped pins on the temples accompany the iconic “torchon” detail, reinterpreted as a two-dimensional design element.

WE0326



A modern take on a retro-inspired round shape redesigned with trendy front geometries. The innovative use of premium materials is inspired by natural multilayer constructions, while the exquisitely shaped silhouette is the fruit of skillful craftsmanship. The new rhombus-shaped pins and the two-dimensional “torchon” detail adorning the temples convey elegance and comfort.