

For Immediate Release

## MARCOLIN PARTNER OF FUORICONCORSO 2023

FEATURING THE NEW WEB EYEWEAR FRAMES DESIGNED FOR ALFA ROMEO F1® TEAM

Villa del Grumello (CO), May 20, 2023 – Marcolin, a worldwide leading company in the eyewear industry, has once again renewed its partnership with FuoriConcorso, the show that celebrates a passion and culture for automotive with a major event on Saturday, May 20, and Sunday, May 21, held in the gardens of Villa del Grumello, Villa Sucota, and Villa Olmo, historic residences overlooking Lake Como and connected through a scenic botanical and cultural itinerary called the "Kilometer of Knowledge".

Room Five of Villa del Grumello hosts an immersive journey into the Marcolin world, which accompanies visitors to discover the steps that lead to the creation of eyewear, blending creativity, manufacturing skill, and technological development.

Another corner is dedicated to Marcolin's house brand, WEB EYEWEAR, with the presentation of the new capsule collection created in collaboration with Alfa Romeo F1® Team, with which Marcolin signed a multi-year partnership agreement in 2022. The collection features two pairs of sunglasses and an optical frame. Technological research and design enhancement are the elements that unite WEB EYEWEAR and Alfa Romeo F1® Team in a shared project that translates into frames with a sporty look constructed with materials and shapes that combine aesthetics, comfort, and functionality.

The itinerary not only features an exhibit, but also entertainment: a race simulator completes the experience of FuoriConcorso guests, giving them the thrill of getting behind the wheel of a racecar and driving at adrenaline-pumping speeds on an F1 track.

### WEB EYEWEAR - Alfa Romeo F1® Team EXPERIENCE:

Saturday: 10.30 – 19.30

Sunday: 10.30 – 19.30

### DRIVING SESSION LENGTH:

15 min approx.

### NUMBER OF PARTICIPANTS:

1 per session

### NO RESERVATION REQUIRED

#### 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 colors, 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.

[www.web-eyewear.com](http://www.web-eyewear.com)

#### About Marcolin:

Marcolin is a worldwide leading group in the eyewear industry founded in 1961 in the heart of the Veneto district, Italy. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The portfolio includes house brands (WEB EYEWEAR), as well as more than twenty licensed brands: TOM FORD, Guess, adidas Sport, adidas Originals, Max Mara, Moncler, Zegna, GCDS, MAX&Co., Sportmax, Barton Perreira, Tod's, Bally, Pucci, BMW, Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries. At the end of 2022, Marcolin Group counted about 2,000 employees and net sales of €547.4 million.

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



@webeyewearofficial



@marcolin\_eyewear

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