

For immediate release

A NEW EDITORIAL PROJECT: "STORIES" IS THE BRAND MAGAZINE BY MARCOLIN

Longarone/Milan, 22 May 2023 – Marcolin, a worldwide leading group in the eyewear industry, presents a new **editorial project** with the launch of its own **online brand magazine**, "**Marcolin Stories**".

With the magazine, available on the Company's website (www.marcolin.com/en/stories/), readers can step into the Marcolin universe through news, insights and curiosities related to the fashion & luxury industry, as well as ESG issues (Environment, Social, Governance), stories of people, interviews, reportage and travel notes, all seen from a lifestyle standpoint. **Contents** are grouped into **four categories**:

- TELL ME A STORY
- 3 QUESTIONS TO
- BEHIND THE SCENES
- AROUND THE WORLD

Thanks to an innovative communications strategy, supported by its digital platforms, Marcolin decided to develop its own language, aesthetic codes, storytelling, and high-quality expressive contents to further engage the brand's community of enthusiasts, customers and stakeholders. Visibility, awareness of its heritage and international reputation are the key focus of the new project, which aims to create a unique and distinctive narrative voice within the eyewear industry, consistently with the Company's values.

Clara Magnanini, Marcolin Group Communication Director, comments: "*Marcolin is a company with a huge narrative potential, as it feeds on an ecosystem of worlds. In this corporate multidimensionality, it is a universe rich of stories, which we will be telling every week through a brand journalism approach and lifestyle-inspired editorial storytelling, aimed at opening the doors of our company, showing ourselves and engaging passionate and stakeholders, a new trust- and loyalty-based relationship*".

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

