MARCOLIN

For Immediate Release

MARCOLIN AND MCM: A NEW EYEWEAR PARTNERSHIP

Longarone/Milan September 11, 2023 – **Marcolin**, a worldwide leading group in the eyewear industry, and **MCM**, the German luxury fashion house born in 1976 in Munich, **announce an exclusive license agreement for the design, production and worldwide distribution of MCM Eyewear until December 31, 2028**.

Born from the innovative and rule-breaking ambiance of 1970s Munich, emerging as a refreshing alternative to conventional luxury, MCM encapsulated the essence of "L'enfant terrible". Independently designing premium accessories for the audacious jet-set of the era, the brand swiftly gained global acclaim. Today, MCM champions a new age of elegance, blending wanderlust and inclusivity while addressing the nuanced requirements of today's modern traveler and digital nomad. Celebrated by industry leaders, creatives, and athletes, its presence extends to over 650 stores in prime cities like Munich, Paris, New York, and Tokyo, showcasing unparalleled craftsmanship and unapologetic designs.

Marcolin will develop MCM's eyewear collections following the founding values of the brand, which has always combined craftsmanship, design and sustainability in its creations. **The first MCM sunglasses and optical collection produced by Marcolin will be available starting from January 2024 in selected stores.**

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 proprietary 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., MCM, Barton Perreira, Tod's, 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 had about 2,000 employees and net sales of €547.4 million.
www.marcolin.com

About MCM (Modern Creation München):
MCM is a luxury lifestyle goods and accessories brand, founded in 1976 with an attitude defined by the cultural Zeitgeist and its German heritage with a focus on functional innovation, including the use of cutting-edge techniques. Today, through its association with music, art, travel, and technology, MCM embodies the bold, rebellious, and aspirational. Always with an eye on the disruptive, the driving force behind MCM centres on revolutionizing classic design with futuristic materials and designs with the spirit of Zeitgeist and of Bauhaus. Appealing to the 21st Century Global Nomad generation - dreamers, creatives, and digital natives - MCM's millennial and Gen Z audience is handsfree, genderless, ageless, empowered, and unconstrained by rules and boundaries. MCM is currently distributed in 650 stores in 40 countries including Munich, Berlin, Zurich, London, Paris, New York, LA, Hong Kong, Shanghai, Beijing, Seoul, Tokyo, Middle East, and other major luxury destination cities around the world.

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