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For immediate release

## MARCOLIN: THE NEW SILMO COLLECTIONS REVEALED

*Milano, 30 September 2023* – Marcolin, a worldwide leading group in the eyewear industry, attends **Silmo Paris**, among the leading eyewear events, from **29 September to 2 October** at Parc des Expositions de Villepinte (Paris).

Marcolin presents the **new eyewear collections** of its top licensed brands: among the novelties, **TOM FORD Eyewear** includes a new interpretation of the iconic Whitney frame, one of the cornerstones of the brand. The refined "infinity cross", which creates the butterfly effect on the front, is the stunning magnetic element of a design with great visual impact that has made the Whitney a favorite of several celebrities. The style is presented in four new versions, including a limited edition in ultra-light gold or platinum-plated titanium. **ZEGNA Eyewear** comes up with a frame inspired by Oasi Zegna, the headquarter in the Italian Alps that concretizes the brand's aesthetic and philosophical principles. The frame, featuring the iconic 232 Road Brand Mark, embodies all the values that distinguish the recent re-branding of ZEGNA.

**GUESS Eyewear** presents a new pair of sunglasses made of bio-based material that expresses the brand's contemporary character through trendy style. The black frame features the iconic colored G on the temples and the new G Chain in color-coordinated fabric. **Max Mara Eyewear** showcases a modern silhouette for acetate sunglasses with bold volumes, designed to celebrate the 10th anniversary of the brand's iconic Teddy Bear coat. The chunky temples add character to a frame with strong geometric lines. A new three-dimensional golden element on the bridge was created to identify the unmistakable charisma of the Max Mara woman. **Adidas Sport Eyewear** introduces a new full-rim Performance frame born from the fusion of design and technology. Conceived with a spheric lens, the style makes it possible to use a clip-in that is useful for all athletes who need a sports frame that can mount prescription lens inserts. **WEB EYEWEAR, Marcolin's house brand and an official eyewear partner of Alfa Romeo F1® Team**, unveils the new aesthetic principles of the brand: transparency and contemporary design. This has led to eyewear with a revolutionized pantos shape and acetate front characterized by layers of color and an innovative 2D interpretation of the iconic torchon on the inside of the temples.

In the first half of 2023 the consolidation of the Group's economic results continued positively, confirming the business strategy adopted by the company in recent years.

In September 2023, Marcolin announced an exclusive license agreement for the design, production and worldwide distribution of **MCM Eyewear**. The first MCM sunglasses and optical collection 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 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., MCM, 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)