

MARCOLIN

MaxMara

TEDDY BEAR: THE ICONIC MAX MARA COAT TURNS 10 AND IS CELEBRATED WITH A SPECIAL PAIR OF SUNGLASSES

To celebrate the 10th anniversary of the Teddy Bear coat, Marcolin presents a pair of sunglasses to wear with the garment that made its mark in Max Mara's success story.

After its debut on catwalks in 2013, the Teddy Bear immediately became an "It Coat". It has seduced the world of fashion and celebrities thanks to its enveloping cocoon shape, plush fabric, and the perfect magical combination of glamor and whimsy.

The new sunglasses in the Max Mara Eyewear collection also have the same distinctive elements. The large wraparound frame with thick, curvy rims hugs the face. The facets on the front and the chunky temples create a seductive, harmonious look. The vibrant silhouette with sophisticated geometric lines and innovative details frames the eyes. The style tells a story of passion, tradition and style.

Produced and distributed by Marcolin, the glasses will be available from mid-September at the main Max Mara stores and selected opticians.

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Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto eyewear district, in 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) and over twenty licensed brands. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries.

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MM0083

Acetate sunglasses with bold volumes and a modern silhouette. The chunky temples add character to the frame with distinctive geometric lines. A new three-dimensional gold element on the bridge was created to identify the unmistakable charisma of the Max Mara woman.

