

Marcolin contacts:

Group Communication Director

Clara Magnanini

T. +39 02 76387611 – cmagnanini@marcolin.com

Corporate Communication

Davide Ghellini Sargenti

T. +39 02 76387611 – dghellini@marcolin.com

Investor Relations

T. +39 0437 777111 – invrel@marcolin.com

For immediate release

MARCOLIN: NEW SHOWROOM OPENS ITS DOORS IN PARIS

Paris, November 22, 2023 – **Marcolin**, a worldwide leading group in eyewear, officially opened its **new showroom in Paris** with an exclusive opening ceremony on Tuesday, November 21.

Located on the second floor of a historical building in **Rue De Richelieu** the new showroom, designed by Milan-based design studio Navone Associati, comprises offices and a large exhibition space dedicated to Marcolin's portfolio brands.

The opening ceremony attracted a multitude of esteemed guests, including French press, Celebrities, Customers, Partners and Institutions. Guests had the opportunity to enjoy an **immersive experience** in the new spaces, stepping into the Marcolin world and discovering its unique mix of **craftsmanship** – with a “creative room” dedicated to prototype design and creation – and **innovation**, thanks to the official launch of a new augmented reality project. Through the use of visors, guests could take a virtual tour of the Group's manufacturing facilities in Italy, going behind the scenes and exploring the engaging story that lies behind eyewear creation and manufacturing.

*«The new space will play a strategic role in boosting sales performances on the French market» explained **Isabelle Moes, Head of Middle EMEA at Marcolin**. «This showroom will allow us to stay connected to our customers and distributors operating in France, but also in Benelux and the DACH region, while at the same time closely monitoring a city like Paris, which has always been a hotbed of change and new trends, as well as a source of inspiration for creatives and designers worldwide. I'm convinced that we will make our contribution, offering the unique savoir-faire that has always characterized our history and products».*

Marcolin Group has a **global network consisting of 15 worldwide branches**, in Europe (Benelux, DACH, France, Italy, Nordics, Portugal, Spain, UK), the Americas (US, Brazil, Mexico), Asia (Hong Kong, Shanghai, Singapore) and Australia (Sydney), **1 joint venture** (UAE) and over 150 international distribution partners.

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, ic! berlin), 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.

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