

For Immediate Release

MARCOLIN: LICENSING AGREEMENT WITH PUCCI RENEWED UNTIL 2030

The Florentine Maison early renews the existing agreement with Marcolin, strengthening a prestigious partnership started in 2015

Longarone/Milan, December 18, 2023 – **Marcolin**, a worldwide leading group in eyewear, and **Pucci**, the Florentine Fashion House – owned by LVMH Group – that has always been a byword for luxury, color, design and “*joie de vivre*”, today announce the **early renewal of the exclusive global licensing agreement** for the design, manufacturing and distribution of the brand’s sunglasses and optical frames.

The partnership extends the existing relationship between the two companies, renewing it **until December 31, 2030**. The decision thus strengthens a **strategic relationship since 2015**, when Marcolin started developing Pucci Eyewear, embodying the brand’s aesthetic codes by using its signature motifs and colors yet reinterpreting them with an innovative twist, encompassing the Maison’s recent rebranding since the arrival of Camille Miceli as Artistic Director in 2021. Modern design concepts, sophisticated manufacturing techniques, fine constructions and great attention to detail are the features that define the Tuscan brand’s sunglasses and optical frames.

The next Pucci Eyewear collections designed by Marcolin for the Florentine Maison **will premiere** at **MIDO**, one the world’s largest eyewear trade fairs, which will be held between February 3-5, 2024 at Milan Rho Fiera.

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.
www.marcolin.com

About Pucci:

Marquis Emilio Pucci founded the brand that bears his name in 1947. He built a rich library of prints that immediately earned him the title of “The Prince of Prints,” devising clothing that combines simple lines with the joy of colour. This vibrant, cultured taste translated into a resort mood that moves forward in dialogue with the archives. Today, it explores ever-shifting destinations with an eternal present. Part of the LVMH portfolio since 2000, Pucci offers ready-to-wear, beachwear, accessories, a children’s range, and eyewear collections. In September 2021, Camille Miceli was appointed Artistic Director of the Maison.

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