

MARCOLIN

For Immediate Release

MARCOLIN: NEW EYEWEAR COLLECTIONS SHOWCASED AT MIDO 2024

Milan, February 3, 2023 – **Marcolin**, a worldwide leading group in eyewear, is pleased to **attending MIDO 2024**, the main international exhibition dedicated to eyewear.

The trade fair has been held at Fiera Milano **from 3 to 5 February**. At its booth at Hall 1, Marcolin showcases the new eyewear collections of the main licensed and own brands.

Among this year's highlights, **TOM FORD Eyewear** shows a sophisticated oval frame with faceted rims, available with polarized lenses. **GUESS Eyewear** introduces sunglasses with a square front, characterized by the new design of the temples that reproduces the iconic GUESS chain. **Max Mara Eyewear** presents an oversized acetate frame with a rounded butterfly front and bold rims: the new Maxim signifier is inserted on the bridge, embellishing the style with a gleaming, glamorous touch. **ZEGNA Eyewear**, through the new frame *Orizzonte II*, expresses the innovative elegance and distinctive sophistication of the brand through the 232 Road Brand Mark. **adidas Sport Eyewear** launches the *competition line* mask with free lens characterized by a wraparound silhouette with an innovative design on the lower edge. The new three bar adidas logo decorates the nose pads and temple element attached to the lens.

Among the **Group's house brands**, the new entry **ic! berlin** is present with the newest "*Silk PURE*", ultra-light and thin collection, featuring frames designed to be lightweight yet durable. The frame *Ada* pays homage to minimalist Scandinavian design with fine color options like aqua or mauve and a meticulous attention to details.

WEB EYEWEAR introduces sunglasses made of crystalline acetate with a refined, modern silhouette. The transparency of the frame reveals and enhances the fine construction of a style that expresses WEB's contemporary identity.

Moreover, within the booth guests can enjoy an **immersive experience** stepping into the Marcolin world and discovering the innovative **augmented reality project** launched by the Group. Through the use of visors, it is possible to experience 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.

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 licensed brands: TOM FORD, Guess, adidas Sport, adidas Originals, Max Mara, Zegna, GCDS, MAX&Co., MCM, Tod's, Pucci, BMW, Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano and Skechers. 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

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