

For Immediate Release

CHRISTIAN LOUBOUTIN ENTERS THE EYEWEAR SEGMENT THROUGH AN EXCLUSIVE LICENSING AGREEMENT WITH MARCOLIN

Longarone/Paris, February 1st, 2024 – **Marcolin**, a worldwide leading group in eyewear, and iconic international luxury brand **Christian Louboutin** announce today they have signed an **exclusive global licensing agreement – until 2029 – for the design, manufacturing and distribution of the brand's sunglasses and optical frames.**

The iconic French brand will thus make its debut in eyewear, choosing **Marcolin** as its **exclusive partner**.

«Today we are announcing a memorable partnership: we are extremely proud that such a prestigious and globally appreciated brand like Christian Louboutin has chosen us to make its debut in the eyewear industry. This proves once again that the market recognizes Marcolin's unique know-how in the design and manufacturing of luxury products of the highest quality» remarks **Marcolin CEO & General Manager Fabrizio Curci**.

Alexis Mourot, CEO of Christian Louboutin, says: «Christian Louboutin is progressively rolling out a strategy to become a complete lifestyle luxury accessories player and the eyewear and sunglasses categories are a natural extension for us. Marcolin is the ideal partner for this strategic partnership as they share the same vision for creating objects of desires of an outstanding quality and instantly recognisable creativity».

The collaboration between Marcolin and Louboutin will give life to **collections falling within the aspirational cluster of the eyewear segment** and characterized by elements clearly nodding to the Maison's iconic codes.

The **new collections** will be distributed starting **SS25** through a **network of selected stores worldwide**.

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

About Louboutin:

Christian Louboutin established his business in the heart of Paris in 1991, first with a collection for Women followed by a Men's collection a few years later, both recognizable by the signature red lacquered sole. 2014 welcomed Christian Louboutin Beauté, while in 2022 the House launched new categories dedicated to Kids and Pets. With a prolific collection of shoes, leather goods and accessories, Christian Louboutin now counts more than 150 points of sales around the world. www.christianlouboutin.com

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