

# MARCOLIN

## Marcolin contacts:

Group Communication Director  
Clara Magnanini  
T. +39 02 76387611 – [cmagnanini@marcolin.com](mailto:cmagnanini@marcolin.com)

Corporate Communication  
Davide Ghellini Sargenti  
T. +39 02 76387611 – [dghellini@marcolin.com](mailto:dghellini@marcolin.com)

Community, Reputation Advisers  
Gianandrea Gamba Ph. +39 3404527349  
Rebecca Orlandi Ph. +39 3351899228  
[marcolin@community.it](mailto:marcolin@community.it)

For immediate release

## MARCOLIN INAUGURATES ITS NEW SHOWROOM IN NEW YORK

*New York, March 15, 2024* – **Marcolin**, a worldwide leading group in eyewear, officially opened its **new showroom in New York** with an exclusive opening ceremony on Thursday, March 14.

Located on the 19<sup>th</sup> floor in **270 Madison Ave, in the heart of Manhattan**, the new showroom, designed by Milan-based design studio Navone Associati, includes offices and a large space dedicated to Marcolin's brands.

A multitude of esteemed guests, including US press, Customers, Partners and Institutions attended the opening ceremony held in the new spaces. Guests had the opportunity to enjoy an **immersive experience**, 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 augmented reality project, launched few months ago. Through the use of headsets, 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 cocktail, served in an authentic Italian style, was signed by the renowned **Italian Chef Alessandro Borghese**.

Marcolin Group has a **global network of 15 subsidiaries worldwide**, 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 licensed brands: TOM FORD, Guess, adidas Sport, adidas Originals, Christian Louboutin, 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](http://www.marcolin.com)



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