

# MARCOLIN

## MAX&Co.

### SHAPE 'N SHAPE: MAX&CO. EYEWEAR'S PLAY OF CONTRASTS

The new Max&Co. Eyewear collection is the result of a lively and modern interpretation of design. Its creative research around color and shapes is animated by chromatic scales and aesthetic counterpoints with sophisticated harmony.

Silhouettes with soft contours and sharp angles distinguish the new sunglasses and optical frames. Dynamic thicknesses and lines are the protagonists of styles with a young, contemporary spirit. Innovative proposals of shades and transparencies, such as the new denim nuance for acetate, enliven the identity and character of the brand with a glamorous and boldly seductive attitude.

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#### 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, K-Way®, 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 2023, Marcolin Group counted about 2,000 employees and net sales of €558.3 million.

[www.marcolin.com](http://www.marcolin.com)

#### SUN:



##### MO0114

Sunglasses with oval-shaped lenses framed by a front with clean, geometric edges. The bold, contemporary style is highlighted by iconic temples with rounded shapes and new colors that recall the texture of denim.



##### MO0115

Frame with a bold, modern geometric shape. These sunglasses combine dynamic lines and thicknesses to create a style with a vibrant silhouette and strong personality.

#### OPTICAL:



##### MO5168

Optical frame with sophisticated geometric lines. Strong thicknesses define the rims of this eyewear with a contemporary look. This shape 'n shape style is characterized by the new color recalling the texture of denim and its young and glamour attitude.

