

For immediate release

## MARCOLIN: NEW COLLECTIONS PREVIEWED @SILMO 2025

Paris/Milan, 27 September 2025 – **Marcolin**, among the global leading groups in eyewear, attends **Silmo Paris**, one of the main international trade exhibitions, from **26 to 29 September** at Parc des Expositions de Villepinte (Paris).

At its booth at Hall 6, Marcolin showcases the **new eyewear collections** of the main licensed and own brands.

Among this year's highlights, **TOM FORD Eyewear** unveils a model from the Fall-Winter 2025/26 Fashion Show. Bold and dynamic, the Haider Ackermann–designed sunglasses come in black with lenses in different shades and rose-gold T logo temples. **ZEGNA Eyewear** introduces a new version of the hero style *Orizzonte I*, metal frame adorned with a subtle top bar that evokes the mountain views of the natural territory.

**Abercrombie & Fitch Eyewear** and **Hollister Eyewear** debut their first collections this Silmo, featuring sun and optical styles for both adults and kids.

**Christian Louboutin Eyewear** showcases its second collection with metal sunglasses with a rectangular front and edgy silhouette. The angular brow bar features a striking red detail echoing the Maison's emblem. **K-WAY Eyewear** presents the Klassic mask-style sunglasses, featuring a futuristic pilot frame with a colored Tape detail in triple-layer acetate.

**GUESS** expands its eyewear offering with the launch of the new **GUESS Jeans Eyewear** collection, which embodies more playful, Y2K-inspired silhouettes. With a wide range of colors and styles – such as circular, rimless frames and narrow cat-eyes – the collection cohesively ties together with its iconic star detailing on the front and temple tips and the signature logo on the temples.

**Max Mara Eyewear** presents bold sunglasses with a rectangular shield lens and a metal front. **Adidas Sport Eyewear** reveals the new *Anemos Light* style, offering maximum lightness. The half-rim wraparound style has a large cylindrical lens that provides excellent protection.

**Among the Group's house brands, ic! berlin** presents Autumn with a new collection, Horizontal Color Split, which reimagines surfaces and colors. Timeless shapes with a fresh take, the new Horizontal Color Split lightens the design and subtly defies expectations. The finely honed tones throughout the collection complement its minimalist design, lending each frame an extra layer of depth.

Early this year, Marcolin announced **important licence renewals** with **Max Mara**, **GUESS**, **adidas** and **GANT**, further consolidating its strategic collaborations.

### About Marcolin:

Marcolin is among the global leading groups in eyewear 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, Pucci, BMW, K-Way®, Kenneth Cole, Abercrombie & Fitch, Hollister, rag & bone, 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 2024, Marcolin Group counted about 2,000 employees and net sales of €545.8 million. [www.marcolin.com](http://www.marcolin.com)

### Contacts Marcolin:

Group Communication & ESG 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  
[marcolin@community.it](mailto:marcolin@community.it)  
Gianandrea Gamba T. +39 3404527349  
Rebecca Orlandi T. +39 3351899228