

For Immediate Release

MARCOLIN REVEALS ITS LATEST COLLECTIONS AT MIDO 2026

Longarone/Milan, 31 January, 2026 -- **Marcolin**, among the global leading groups in eyewear, attends **MIDO 2026**, the main international eyewear show.

The event runs at **Fiera Milano** from **January 31 to February 2**. At its booth in **Pavilion 1**, Marcolin unveils the latest eyewear collections from its licensed portfolio and house brands.

Among the key highlights, **TOM FORD Eyewear** introduces an acetate frame with oval lenses, refined and understated, enhanced by the unmistakable *T logo* on the temples. The brand also showcases pilot-style sunglasses with a bold front and temples featuring genuine horn inserts, part of the **TOM FORD Private Collection**.

The third eyewear collection by **Christian Louboutin** includes a new rectangular sunglass model with a sophisticated design and distinctive detailing, while **ZEGNA Eyewear** presents a geometric titanium frame recalling the iconic *Orizzonte I*, lightweight, flexible, and designed to fit like a second skin.

adidas Sport Eyewear makes its debut with *Kentro*, a new mask created to celebrate everyday running and support training by delivering comfort, durability, and high performance. **Max Mara Eyewear** showcases a cat-eye acetate sunglass with slim tubular metal temples, offering an elegant and feminine aesthetic.

Among Marcolin's **house brands**, **2026** marks the **30th anniversary** of **ic! berlin**. To commemorate this milestone, Marcolin's booth features a dedicated area displaying a special collection of six anniversary models (3 opticals and 3 sunglasses), paying tribute to the brand's three-decade heritage. The design takes inspiration from the most iconic *chrome* color of the brand, underscoring pure minimalism and uncompromising material quality.

WEB EYEWEAR unveils contemporary sunglasses featuring an updated pilot silhouette with bold, sculpted rims. The frame is distinguished by the iconic WEB metal torchon, shaping the upper bridge and appearing on the front as well as the initial section of the temples, which also incorporates the new logo created to mark the **20th anniversary** of the brand **within the Marcolin portfolio**.

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.
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