

For Immediate Release

IC! BERLIN IS THE NEW OFFICIAL EYEWEAR PARTNER OF AUDI REVOLUT F1 TEAM

Longarone / Berlin, February 10, 2026 – **ic! berlin**, a Marcolin-owned German eyewear brand, announces a new partnership with **Audi Revolut F1 Team**, becoming the team's **Official Eyewear Partner**. The alliance brings together organizations united by precision engineering, functional design and a clear modern aesthetic. The partnership is rooted in a shared approach to performance, where innovation is purposeful, design is minimalistic and every detail serves a function.

The announcement comes in a particularly meaningful year, as **ic! berlin** marks its 30th anniversary. Over the past three decades, the brand has built a strong reputation for engineered eyewear – defined by its iconic screwless hinge, durability and comfort – while maintaining a clear, contemporary aesthetic. It is a milestone that reinforces **ic! berlin**'s commitment to purposeful innovation, where every detail is designed to perform.

The partnership unites two brands where form and function are inseparable. In Formula 1, performance extends beyond the car to encompass focus, precision and confidence, qualities that align naturally with **ic! berlin**'s approach to product design.

As Official Eyewear Partner, **ic! berlin** will support Audi Revolut F1 Team on and off the track, bringing a refined, contemporary sense of style to a high-performance environment.

For Marcolin, the partnership further strengthens the Group's positioning at the intersection of design culture, premium performance and global visibility, enhancing **ic! berlin**'s international footprint through the unparalleled global exposure and storytelling platform that Audi Revolut F1 Team provides.

Nicola Zotta, Managing Director of Marcolin, parent company of ic!berlin, commented: “We are thrilled to partner with Audi Revolut F1 Team, who represent a new, highly refined expression of style and design in Formula 1. Our eyewear is engineered with the same focus on precision, clear design and intelligent detail, making it a seamless extension of the team's design language within the paddock. This partnership allows us to position **ic! berlin** at the intersection of style and performance in one of the world's most premium sporting environments.”

Stefano Battiston, Chief Commercial Officer of Audi Revolut F1 Team added: “At Audi Revolut F1 Team, we are building a brand defined by clarity, confidence and a modern design language. **ic! berlin** shares this mindset, translating engineering expertise into products with a strong, minimalist identity. This partnership goes beyond function; it is about aligning with brands that bring a clear point of view and elevate how our team is represented within the paddock. Together, we share a belief that true performance and style come from intelligent design and purposeful innovation.”

About ic! berlin:

ic! berlin is a pioneer in screwless, high-end stainless-steel eyewear. We design, engineer and manufacture ultra-light and flexible frames that defy convention. Expertly crafted in Berlin for those who seek ingenious solutions and ultimate wearability. Since 1996, ic! berlin has revolutionized the eyewear industry with a completely new approach: Ultralight frames made of cold-rolled stainless steel combined with a patented, screwless hinge created a bold and unique aesthetic. Glasses from ic! berlin stand for weightless wear comfort and unconventional design combined with the highest precision and quality. All collections are designed, crafted and quality controlled by hand in the Berlin HQ.

ic! berlin has been a Marcolin Group company since end of 2023 and is represented in over 100 countries worldwide.

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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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