

## MARCOLIN: EMEA SUMMER BUYING DAYS 2026 BRING TOGETHER RELATIONSHIPS, NEW COLLECTIONS AND A SHARED VISION

*Trieste, 22 June 2026* – Marcolin, among the global leading groups in eyewear, welcomed international buyers and partners to the **EMEA Summer Buying Days 2026**, taking place from **June 7 to 19**. The annual event once again served as a strategic platform to showcase upcoming collections, share brand visions, and strengthen relationships with key stakeholders across the region.

For the 2026 edition, Marcolin has chosen the **Tivoli Portopiccolo Sistiana Wellness Resort & Spa**, overlooking the **Gulf of Trieste**, as the setting for a week dedicated to business, networking and product discovery. A venue where contemporary design meets nature, providing guests with an exclusive and inspiring setting for a week dedicated to business, relationships and the discovery of new product launches.

Throughout the two weeks, Marcolin previewed the latest collections from its licensed brands as well as its proprietary brands, reaffirming its commitment to developing a distinctive and diversified portfolio while continuing to invest in innovation, quality and brand equity.

Alongside business meetings, the program featured a series of exclusive evenings inspired by the Group's brands, designed to showcase their style, heritage and personality through immersive experiences and informal networking opportunities.

In a constantly evolving market, Marcolin continues to strengthen its commitment to building solid and long-lasting relationships based on trust, collaboration and a shared vision. The Summer Buying Days therefore represent not only a showcase for new collections, but also an opportunity to consolidate strategic partnerships and foster future opportunities within the industry.

### About Marcolin:

Marcolin, part of VSP Vision, 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 know-how 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.

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

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