

MARCOLIN PRESENTS ITS NEW COLLECTIONS AT SILMO

Paris, 28 September 2026 – **Marcolin**, among the world's leading eyewear groups and part of VSP Vision™, attends **SILMO Paris**, one of the most important international shows in the optical industry, taking place from **September 25 to 28** at the Parc des Expositions de Villepinte in Paris.

At its booth in **Hall 6**, Marcolin showcases the **latest eyewear collections** from its licensed and proprietary brands. Among this year's highlights, **TOM FORD Eyewear** introduces **Scout-02**, unveiled during the last Fall/Winter 2026 fashion show. This unisex acetate style features a slim rectangular shape, defined by clean lines and balanced proportions.

Christian Louboutin Eyewear presents a combined navigator frame distinguished by acetate profiles surrounding the lenses and a bold metal brow bar. The design is enhanced by the refined palmette motif, which lightens the structure visually while elevating its aesthetic appeal.

Max Mara Eyewear unveils rectangular sunglasses with a bold profile, crafted from injected material. The temples feature the distinctive MaxMaragram motif, a signature element that enriches the design and recalls the brand's iconic codes.

GUESS expands its eyewear offering with compact oval-shaped sunglasses characterized by a contemporary design and bold temples embellished with the **FOREVER GUESS** logo. Animal-print details decorate both the inner and outer temples, complemented by luminous crystal-effect colorways.

K-WAY Eyewear introduces acetate navigator sunglasses highlighted by the brand's iconic tape detail, a defining element that outlines the three-layered front profile, creating depth and visual dynamism.

Within its performance range, **adidas Sport Eyewear** unveils a new evolution of the iconic **Anemos** model, featuring exceptional lightweight construction achieved through a complete redesign of the frame and the use of slimmer temples. This approach minimizes material usage without compromising performance.

ic! berlin, a proprietary brand of **Marcolin**, introduces *Leslie*, a new premium unisex frame that combines contemporary design with refined craftsmanship. This high-end model features an innovative laser-etched matte finish applied to polished acetate surfaces, creating a sophisticated interplay of textures and material contrasts.

The brand is present at Silmo with a dedicated space celebrating its partnership with **Audi Revolut F1® Team**, offering visitors an immersive experience inspired by the world of racing excellence. The area features a **team show car**, dedicated guest engagement activities, and the presentation of the **Racing Edition**, ic! berlin's capsule collection re-imagining two existing iconic frames *Gabriel* and *Ryan* with design accents taken from the pinnacle of motorsport. The models embody the shared values of innovation, engineering precision, performance, and design that define both brands.

Marcolin's participation in SILMO also coincides with a significant phase in its integration journey with **Marchon Eyewear**, which continues to progress through increasingly close collaboration and growing synergies. Reflecting this evolving relationship, the Marcolin and Marchon stands are positioned opposite one another and connected by a shared passageway, visually representing the proximity and synergies that are shaping the ongoing integration of the two companies.

About Marcolin:

Marcolin, part of VSP Vision™, is among the world's leading eyewear groups founded in 1961 in the heart of the Veneto district, Italy. It stands out for the unique ability to combine know-who 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



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