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For immediate release

MARCOLIN PRESENTS THE NEW 2023 EYEWEAR COLLECTIONS AT MIDO

Milan, February 4, 2023 – **Marcolin, a worldwide leading company in the eyewear industry**, confirms also this year its attendance at **MIDO**, the main international exhibition dedicated to eyewear, held at Fiera Milano **from 4 to 6 February**.

The Group's booth at Hall 1 will showcase the new eyewear collections of the main licensed brands in Marcolin's portfolio. Highlights include a new **TOM FORD Eyewear** fashionable butterfly shape characterized by an elegant mix of materials. The distinctive acetate front is softened by thin, precious metal temples.

GUESS Eyewear introduces a unisex frame with a super-trendy look characterized by its sporty, futuristic silhouette: sunglasses with a contemporary, fluid soul. **Max Mara Eyewear** features a trendy style with a round front that interprets character and femininity: the vintage design of the acetate frame is given a contemporary update with bold thicknesses and the elegant metal logo on the temples. **Moncler Lunettes** presents a sporty frame characterized by the transparent wraparound mask and featuring the iconic bell logo on the temples, while **adidas Sport Eyewear** showcases a new half-rim wraparound frame with a more compact design and innovative curvature, equipped with aerodynamic and anti-fog holes, adjustable nose pads and side hinges built with a safety lock system to guarantee safety and performance at the highest level at all times.

At MIDO **Marcolin's house brand WEB EYEWEAR** unveils a pantos style with a modern design and a vintage allure. The premium acetate frame front is paired with ultra-light yet sturdy titanium temples: a sleek and comfortable frame also available with polarized lenses. To celebrate the renewal of the **global partnership** between **WEB EYEWEAR** and **Alfa Romeo F1 Team Stake**, the Team's F1 show car will be on display at Marcolin's booth. Moreover, at the fair visitors will have the opportunity to enjoy a preview of the new eyewear capsule collection designed for drivers and the whole team and including two sunglasses and an optical frame born from a great passion for sports and continuous technological research. The new **WEB EYEWEAR x Alfa Romeo** capsule collection will make its official market debut in spring 2023.

Fabrizio Curci, Marcolin CEO & General Manager, remarked: «*MIDO has always been a key moment in the year for our Company, an opportunity to showcase our brands' new collections – one of our strengths – and to dialogue with our customers and other players in the market, to shape the future of the eyewear industry together. What awaits us in 2023 is a year full of initiatives, where we will continue our growth path both in terms of ESG and with a view to digital transformation, as a dynamic globally-oriented company, but always staying true to our origins in the eyewear district, the place where our products are made*».

In 2022, Marcolin continued to strengthen its licensed brand portfolio as well as its commitment to sustainability and ESG issues. In fact, the Company received the ISO 13485 certification regulating, at the international level, quality management systems regarding medical devices, and implemented a traceability project ensuring the continuous monitoring of the supply chain with respect to all the frames placed on the market.

At MIDO 2023, two representatives from Marcolin will also attend the conference "Empowering Optical Women Leadership: la sfida dell'occhialeria", regarding women's path to leadership in the eyewear industry, hosted by journalist Barbara Serra.

About Marcolin:

Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto district. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The brand portfolio includes: TOM FORD, Guess, adidas Sport, adidas Originals, Bally, Moncler, Max Mara, Sportmax, Zegna, GCDS, Barton Perreira, Tod's, Pucci, BMW, Swarovski, MAX&Co., Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's.

Among the house brands: WEB Eyewear, Marcolin and Viva. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries.
www.marcolin.com

