

MARCOLIN

WEB

E Y E W E A R

WEB EYEWEAR LAUNCHES ITS NEW SPRING SUMMER 2023 ADV CAMPAIGN

In the streets of New York, aboard a vintage Alfa Romeo, WEB EYEWEAR conveys the authenticity of Italian style through the shots of the Spring Summer 2023 ADV campaign, with art direction by the award-winning London based Creative Bureau BRVTO.

Shapes, lenses, and unisex frames are the expression of an aesthetic research achieved through an attention to detail. The torchon that animates the design of the temples, the transparencies of the materials that build the styles, and the new iconic pins transform the quality of a pair of glasses into the timeless value of a accessory.

The new styles of the collection are sold at a select network of international opticians.

For further information please visit the brand's official website www.web-eyewear.com and Instagram

ABOUT WEB EYEWEAR

WEB EYEWEAR, house brand of Marcolin since 2008, is an Italian brand appreciated for the craftsmanship, design, and personality of Italian style that define its identity. Iconic elements, minimalist lines, natural colors, tactile, and transparent effects are the distinctive traits of a personality that expresses itself through the utmost quality of the materials used and cutting-edge design. 2022 marks for WEB EYEWEAR the beginning of a new path, looking to the future with a special focus on technological evolution while staying true to the brand's identity. A relaunch that rethinks the WEB brand, starting with product design but without overlooking new commercial, distribution, and marketing strategies. WEB EYEWEAR products are sold in: Italy, Spain, Portugal, France, Benelux, Middle East, Russia, Latin America, and Brazil through an international network of over 2,000 selected retailers.



WE0345

These sunglasses combine the strength and lightness of titanium with modern acetate of the highest quality. The refined mix of materials updates and elevates this pilot silhouette with slim, sophisticated lines. The elegant and timeless style, also available with polarized lenses, offers real comfort and personality.



WE0350

This square front frame made of top-quality multilayer acetate features distinctive lines and volumes that give these sunglasses an indisputable elegance. The layered acetate structure and color combinations of the refined style reveal the quality of the construction. The visible pins are functional and accompany the aesthetic harmony of the new two-dimensional torchon inserted on the temples.



WE5407

This unisex frame with a slim pantos silhouette combines an elegant injected acetate frame front with high-quality metal temples. The ultra-light yet sturdy eyewear is enhanced by stylish elements like the diamond-shaped pins on the hinges that give these glasses a unique and irresistible charm.

