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For Immediate Release

MARCOLIN BRINGS "TALK" FORMAT ABROAD: SECOND APPOINTMENT HELD IN SHANGHAI

Shanghai, 3 June 2024 – **Marcolin Talk**, the innovative discussion platform created by Marcolin, worldwide leading group in eyewear, made its debut outside Italy for the first time. The second event took place on **Friday May 31st** at the Group's showroom in **Shanghai**, the beating heart of the Asian economic and financial community. The event was organized in collaboration with the **Italian Chamber of Commerce in China**.

In continuity with the Talk held in Milan last October, **Visions** remains the key theme of the event, around which useful, high-level discussions and ideas were generated to shed light on highly topical issues: **from the value of Made in Italy in the global markets – particularly in Asia – to sustainability, without overlooking the relationship between local culture and female empowerment, as well as the impact of new technologies on the luxury segment**. The meeting featured speeches from three special guests: **Jerome Bachasson**, President of Greater China, Zegna; **Mauro Maggioni**, Vice Chairman-Shanghai at the China-Italy Chamber of Commerce & CEO, APAC Golden Goose; **Natsuko Watanabe**, Vice President and General Manager, TOM FORD Beauty China.

During the evening, the panel was moderated by **Clara Magnanini, Marcolin Group Communication Director**. At the end of the guests' speeches, conclusions were discussed with **Lorenzo Barberio, General Manager & Head of Sales APAC** and **Fabrizio Curci, CEO & General Manager of the Group**, who expressed their satisfaction with having brought the format abroad and underscored how essential it is for the Company to stimulate a broader discussion, which transcends the approaches of the reference industry, providing its community with the tools to see through a new 'frame', while inspiring transformation and stimulating social and cultural debate.

Marcolin Talk, launched in Milan at the end of 2023, thus officially begins its journey around the world, with the goal of actively involving both stakeholders and partners operating in key markets within Marcolin's hubs around Europe, the United States and Asia.

About Marcolin:

Marcolin is a worldwide leading group in the eyewear industry 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, Tod's, Pucci, BMW, K-Way®, Kenneth Cole, 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 2023, Marcolin Group counted about 2,000 employees and net sales of €558.3 million.
www.marcolin.com