

For Immediate Release

IC! BERLIN WELCOMES DAVIDE LUNGI AS NEW GENERAL MANAGER

Longarone/Berlin, October 30, 2024 – Marcolin is pleased to announce the appointment of Davide Lunghi as General Manager of ic! berlin, effective immediately. At ic! berlin, one of the Group's house brands, Davide Lunghi will oversee the management and strategic development of all business units with a particular focus on strengthening the company's position as a premium design brand worldwide.

The new appointment is part of Marcolin's strategy of enhancing ic! berlin's organization and its processes within the Group as well as expanding the customer base of ic! berlin in Asia and the United States, leveraging on the brand's reputation as a non-conformist design label offering premium eyewear – handcrafted in Berlin.

Davide Lunghi joins ic! berlin after extensive experience in the luxury and premium brand segment. He held positions spanning from General Management, Commercial Operations to Business Development & Financial Planning and upheld the premium brand image for luxury companies in the watches and jewelry segments. Davide Lunghi studied business administration at Università Bocconi in Milan and holds an executive MBA from Mannheim Business School (MBS).

About Marcolin:

Marcolin 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 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, Abercrombie & Fitch, 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

About ic! berlin:

ic! berlin, house brand of Marcolin Group, produces handcrafted eyewear for design enthusiasts who seek outstanding quality and refined aesthetics. In 1996, ic! berlin disrupted the eyewear industry with a completely new approach: weightless metal frames and a patented screwless hinge created a bold and unconventional look. Since then, every pair of glasses has been designed and produced by hand in its state-of-the-art factory in Berlin. ic! berlin's creations are worn by curious and creative individuals. Precision, durable quality and a perfect, lightweight fit give ic! berlin eyewear a sense of quiet luxury for any occasion.

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