

# MARCOLIN



## MEGA LAUREL: THE CONTEMPORARY IDENTITY OF MCM EYEWEAR CONVEYED THROUGH A LOGO

The iconic logo of MCM stands as a vessel of victory and triumph, inspiring to push the boundaries of what's possible.

It retains the beautiful inconsistencies of its original hand-drawn design, remaining deliberately asymmetrical - nine leaves on the left, eight on the right - to highlight the respect for imperfection and the brand's commitment to authenticity.

The Laurel logo, an expression and symbol of the value and honor that has distinguished the brand from the beginning, is now interpreted in the Eyewear collection in a macro version as an aesthetic, tactile and visual element of the frames.

The mega Laurel, crafted as an oversized embossed metal insert, reflects the brand's modern essence and character on the temples of both sunglasses and prescription frames. This timeless, elegantly designed detail strengthens the brand's enduring legacy.

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### 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](http://www.marcolin.com)

## SUNGLASSES SELECTION:



### MW0012

A reflection of the times. Traveling between past and future, these sunglasses bring to the present the combination of a slim, rectangular metal front and bold acetate temples. A metal enameled plaque on the side reproduces a maxi ridge detail of the Laurel logo.



### MW0014

A square shape with strong, contemporary lines. These sunglasses feature the brand's iconic pins and an embossed maxi detail of the Laurel logo on the temples, giving the style great charisma and a distinctive personality.

## OPTICAL SELECTION:



### MW5003

Rectangular silhouette with sleek, well-defined lines. The acetate optical frame is characterized by chunky, contoured temples featuring the embossed Laurel logo reproduced on an enameled metal element coordinated with the color of the eyewear.

