

MARCOLIN

MaxMara

MAX MARA EYEWEAR CELEBRATES ELSA: A FRAME THAT EXPRESSES THE MODERN ESSENCE OF FEMININITY

The ELSA style transcends time and Max Mara Eyewear collections. Inspired by the charm and charisma of a muse and artist like Elsa Peretti, the famous jewelry designer and model, these sunglasses bring new elements of design and sophistication to the stage each season.

Presented in 2021 for the first eyewear collection produced by Marcolin for Max Mara, the ELSA style stands out for its sophisticated, elegant structure. Its geometric silhouette and sleek shape are inspired by the stylistic elements characterizing the work of another woman with a bold, creative personality: Eileen Gray.

The Irish architect, a pioneer of International Style, influences the evolutions of the style through iconic structures and details. The tubular metal temples and rims of the frame recall the unmistakable design of her works and distinguish ELSA sunglasses with subtlety, dynamism, and lightness. The nuances of the angular lenses and the color of the temple tips follow the most fascinating trends. The shape adapts to modern life, introducing refined details that preserve intact the essence of the style.

With its unmistakable aesthetic and revolutionary charm, ELSA expresses the timeless nature of strong, independent femininity.

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Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto eyewear district, in 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) and over twenty licensed brands. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries.

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