

MARCOLIN

CORPORATE BROCHURE
SPRING/SUMMER 2025

MARCOLIN IS A WORLDWIDE LEADING COMPANY IN THE EYEWEAR INDUSTRY
FOUNDED IN 1961 IN THE HEART OF THE VENETO DISTRICT. IT STANDS OUT
FOR THE UNIQUE ABILITY TO COMBINE CRAFTSMANSHIP WITH ADVANCED
TECHNOLOGIES THROUGH THE CONSTANT PURSUIT OF EXCELLENCE AND
CONTINUOUS INNOVATION.

FOR MORE THAN 60 YEARS MARCOLIN HAS BEEN DESIGNING, PRODUCING AND DISTRIBUTING EYEWEAR FOR SOME OF THE MOST IMPORTANT AND LEADING BRANDS IN THEIR SEGMENT. AS A COMPANY, WE STRONGLY BELIEVE THAT CRAFTSMANSHIP AND TECHNOLOGICAL DEVELOPMENT ARE AMONG THE KEY VALUES OF OUR HISTORY.





125

COUNTRY IN THE WORLD



4

LOGISTICS CENTERS



15

SUBSIDIARIES
ALL OVER THE GLOBE



150

DISTRIBUTORI



~2000

EMPLOYEES
IN THE WORLD



11

DIRECT SHOWROOMS



TIMELINE

1961

Giovanni Marcolin founds the "Fabbrica Artigiana" in north-east Italy's eyewear district, specialising in the production of gold-plated arms for glasses

1984

Marcolin significantly increases its number of employees and achieves **production of one million frames per year**

1999

Marcolin continues to grow and is **listed** on the Italian stock exchange

2012

PAI Partners, a leading European private equity company, **completes the acquisition of a majority stake** in Marcolin SpA, successfully completing the process of delisting from the stock exchange

2013

Marcolin completes the acquisition of the **Viva International Group**, the second largest operator in the US eyewear market

2014

Marcolin doubles its production in Italy with the acquisition of a **new plant in Longarone** (Fortogna) in the heart of the eyewear district

2020

Marcolin begins a new growth phase with the aim of **consolidating its global leadership** in the eyewear sector

2021

It is the start of an **ESG journey** involving the entire company; major investments have been made in the areas of logistics and automation in order to take advantage of technology for the well-being of employees and speed of operation. It is also the year which marks **Marcolin's 60th anniversary**

2022

The year of the relaunch of the main Marcolin international house brand, **WEB EYEWEAR**. A new identity and a new international partnership with **Alfa Romeo F1® Team**

2023

Marcolin signs a **perpetual licence agreement for TOM FORD eyewear**. It is also the year in which the Group finalizes the **acquisition of ic! berlin** and takes over its own **subsidiary in Mexico**.

2024

Marcolin and ZEGNA **strengthen their partnership** renewing their licensing agreement until 2030. Marcolin announces that **Christian Louboutin** will enter the eyewear segment through an exclusive licensing agreement **starting from SS25**.

Marcolin obtains the **gender equality certification**. Marcolin signs an exclusive **licensing agreement with K-Way® and Abercrombie & Fitch**.

MARCOLIN



GANT
EYEWEAR

GCDS

GUESS

HARLEY-DAVIDSON
EYEWEAR

ic! berlin



Christian
Louboutin

MARCIANO
GUESS

MAX&Co.

MaxMara



PUCCI

SKECHERS
eyewear

Timberland 

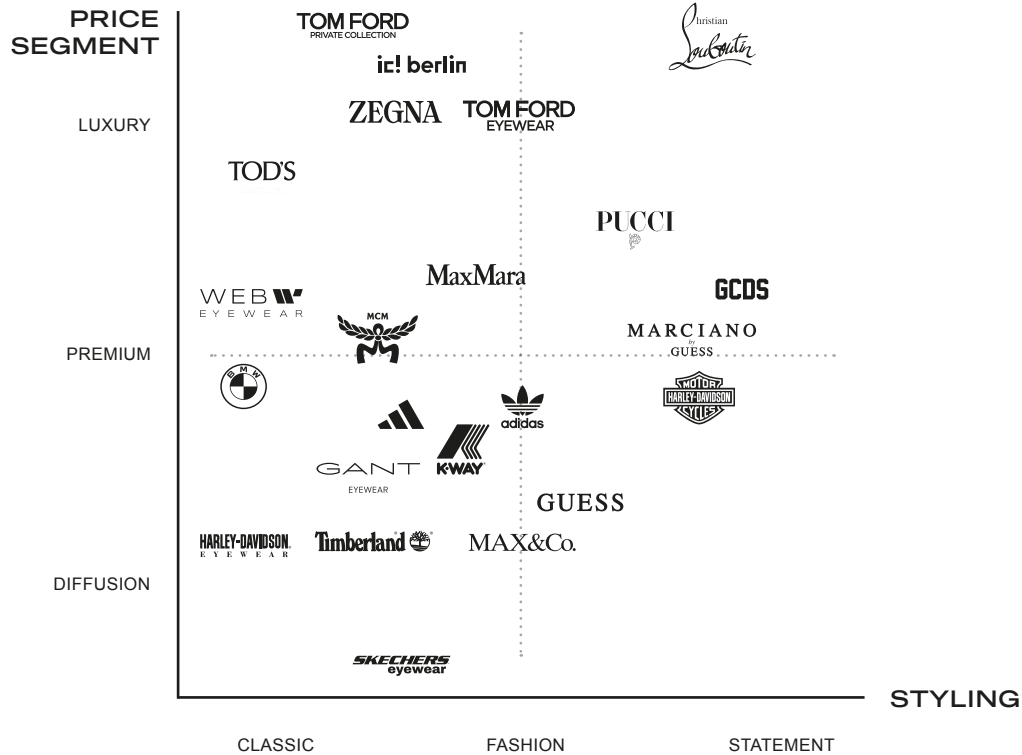
TOM FORD
EYEWEAR

WEB W
EYEWEAR

ZEGNA

EUROPEAN SUBSIDIARIES BRAND PORTFOLIO
BRAND DISTRIBUTION SUBJECT TO REGIONAL VARIATION

PORTFOLIO SEGMENTATION





BRAND PROFILE

The adidas brand has a long history and deep-rooted connection with sport. Everything begins with sport. For adidas Originals, the story is about the intersection of sport and the street. Today, the adidas Originals collection stands for lifestyle and street. Music, art, style and language are as much a part of Originals as the products they make. Times may change, but trefoiled quality will always remain. Originals manifested through culture when the streets adopted the tools of sport.

EYEWEAR COLLECTION

The Originals collection is loyal to the DNA of the adidas Originals Brand, sharing values of creativity and authenticity. The frames embody the core values of the brand, with classic silhouettes and daring combinations. The adidas Originals eyewear collection is dynamic, playful and innovative, perfect for the young and confident consumer.

TARGET

Young, informed and self-confident, they are in search of contemporary products which represent their identity. They live in the moment with conviction and stay true to themselves, never afraid to be different and unique.





CONSUMER PROFILE

CREATOR
IN SEARCH OF UNIQUE PRODUCTS
INFORMED AND DEMANDING CONSUMER
FOCUSED ON SPORT, ART, FASHION, BRANDS, CULTURE

KEY STRENGTHS

TRENDING PRODUCTS
UNIQUE AND AUTHENTIC
ATTENTION TO DETAIL
SUSTAINABILITY
BRAND AWARENESS



BRAND PROFILE

The adidas brand has a long history and deep-rooted connection with sport. Its broad and diverse sports portfolio has enabled the brand to transcend cultures and become one of the most recognized and iconic global brands, on and off the field of play. The adidas brand's mission is to be the best sports brand in the world. Driven by a relentless pursuit of innovation as well as decades of accumulating sports science expertise, the adidas brand has developed a truly unique and comprehensive sports offering. They help athletes of all levels to make a difference – in their game, in their lives, in their world. This is anchored in their core belief that, through sport, they have the power to change lives.

EYEWEAR COLLECTION

Innovative manufacturing techniques combined with high-quality and lightweight materials characterize the adidas Sport eyewear models. These frames are designed to provide optimum vision and maximum protection in any environment. The adidas Sport eyewear collection offers a wide range of sunglass styles perfect for all sports lovers.

TARGET

Sporty, determined and style-conscious, these are the characteristics of adidas Sport consumers. They are in search of a quality product with specific features and simple and modern design. They love comfort and practicality without sacrificing their look.





CONSUMER PROFILE

ATHLETE
SPORTY
MOTIVATED AND FOCUSED ON GOALS
STYLE-CONSCIOUS

KEY STRENGTHS

IN SEARCH OF INNOVATION
MODERNITY AND TECHNICALITY
SUSTAINABILITY
BRAND AWARENESS



BRAND PROFILE

As the world's leading manufacturer of the automotive and motorcycle industry, BMW is the most loved premium car company in the world. The extraordinary charm of the company lies not only in its products and technology, but also in the history of the company written by brilliant minds, pioneers and designers. BMW stands for authentic and forward-looking design, each of its product is immediately recognizable and conveys what the brand represents: the ultimate pleasure of driving.

EYEWEAR COLLECTION

The eyewear collections translate the spirit of the brand through innovative technical solutions, attention to details with a modern aesthetic. BMW styles are characterized by easy-to-wear shapes with a contemporary design, enriched by smart and elegant details. For those who are searching for high-performance eyewear with handcrafted high-tech elements, BMW M sunglasses represent the perfect solution. Finally, with an impactful look and sporty accent, BMW M Motorsport eyewear collection is perfect for the most young people.

TARGET

Men of all ages who are looking for qualitative products close to the design of the brand, passionate about engines and car races, proud to be part of BMW world.





CONSUMER PROFILE

BMW TARGET: 35-65 YEARS, CLASSIC STYLE,
EYE FOR DETAILS

BMW M MOTORSPORT: 15-35 YEARS, SPORTY AND CASUAL
STYLE, PASSIONATE ABOUT CARS AND MOTORCYCLES

KEY STRENGTHS

GLOBAL AWARENESS
ATTENTION TO DETAILS
EASY-TO-WEAR SHAPES
WIDE PRICE RANGE

GANT

EYEWEAR



BRAND PROFILE

Gant is a brand established on the East Coast of the US and developed in Europe, where elements of both cultures can be made out. Quality and innovation are the founding values of the brand, the origins of which lie in shirt-making. Its diffusion across university campuses from the 1950s through today helped make it an Original American Lifestyle Brand, an acknowledgement which still stands to this day. Gant is now a global brand identified with a fully-fledged lifestyle.

EYEWEAR COLLECTION

The eyewear collection reflects the brand's American casualwear origins, as well as subsequent more sophisticated European influences, offering sunglasses and optical frames that are contemporary and in keeping with current fashions, in a wide variety of colours.

TARGET

Gant eyewear is aimed at men and women who live an active life and enjoy travelling and who are in search of a quality product with attention to detail. A casual style and refined taste are the common factors uniting the brand's customers.



GANT

EYEWEAR



CONSUMER PROFILE

30 YEARS, MEN AND WOMEN
CASUAL STYLE
LOVE TRAVEL
ATTENTION TO DETAIL
IN SEARCH OF A QUALITY PRODUCT

KEY STRENGTHS

ORIGINAL AMERICAN LIFESTYLE
EUROPEAN TASTE
QUALITY PRODUCT
CONTEMPORARY TOUCH
UNDERSTATED SOPHISTICATION

GCDS



BRAND PROFILE

GCDS, aka «Giuliano Calza Design Studio» is an Italian fashion brand founded in 2015 by brothers Giuliano and Giordano Calza. Since its founding, Giuliano has always been the creative and stylistic force behind the brand, with Giordano acting as the company's CEO. Quality and superior craftsmanship, together with a personal, social-media-oriented aesthetic, have led GCDS to evolve from an exponentially-growing streetwear brand to a new luxury icon supported by the world's most influential tastemakers, proving its entertaining and exciting identity. Today, GCDS is sold worldwide, with monobrand stores in Capri and Florence adding to flagship stores in Asia.

EYEWEAR COLLECTION

Irony, experimentation and street style are the key elements distinguishing the heart and soul of GCDS' eyewear COLLECTION. The frames perfectly embody the brand's concept of aesthetics, in which attention to detail and top-quality combined with sports lines, technical materials and vibrant colours. Original, modern shapes work in harmony with sporty, oversized wraparound frames.

TARGET

Self-confident men and women, who challenge the conventions by expressing their offbeat identity. Irriverent, modern and cosmopolitan taste are the common factors uniting the brand's customers.



GCDS



CONSUMER PROFILE

GEN Y – Z
STREETSTYLE ADDICTED
IRRIVERENT AND SELF-CONFIDENT

KEY STRENGTHS

YOUNG AND VERSATILE BRAND
A BENCHMARK IN THE LUXURY STREET STYLE FIELD
UNCONVENTIONAL AND IRREVERENT IRONY
AND EXPERIMENTATION

GUESS



BRAND PROFILE

Guess, a global lifestyle brand famous for its iconic ad campaigns and trend setting denim, was established in 1981 by the Marciano brothers. Inspired by European style, the Marciano's redefined denim and changed its perception with their first creation, the "Marilyn" jeans. It was at that moment the Guess label was born and became a symbol of a young, sexy and adventurous lifestyle. The vision of the two brothers has always prompted the brand to push boundaries and remain at the forefront of fashion.

EYEWEAR COLLECTION

The eyewear collection includes a full range of sunglasses and optical frames that embody the core values of the Guess brand and offer a wide range of timeless, stylish designs. Classic Guess shapes are updated with a modern twist using daring colour combinations, sparkling glitters, exotic animal prints and reflective mirrored shades for head turning styles to wear all season long.

TARGET

The versatile GUESS collection targets various consumers including, women, men, millennials & Gen-z populations as well as kids and young teenagers that look for easy to wear frames with a fashionable attitude at accessible price. They identify with the brand's value and are attentive to the details on eyewear reflecting the brand DNA and representing their single personalities.



GUESS



CONSUMER PROFILE

16-35 GIRLS 16-39 GUYS 8-14 TEENS

YOUNG LIFESTYLE

SEXY

FASHION ADDICTS

ADVENTUROUS

KEY STRENGTHS

GLOBAL LIFESTYLE BRAND

STYLISH COLLECTIONS

ACCESSIBLE PRICES

WIDE RANGE

EASY-TO-WEAR FRAMES

HARLEY-DAVIDSON®

E Y E W E A R



BRAND PROFILE

In 1903, William Harley, Arthur, William, and Walter Davidson built their first motorcycle, their creation has since become a worldwide brand phenomenon. Fulfilling dreams of personal freedom is the purpose and passion of Harley-Davidson®. Today is one of the 50 most recognizable brands in the world.

EYEWEAR COLLECTION

The collection features classic shapes in durable and lightweight materials like, TR90, ultem, stainless steel, carbon fiber, aluminum and acetate. The range of colorations and intricate details are ideal for the active lifestyle of the Harley-Davidson® motorcycle enthusiast. Key iconic elements found in the eyewear collection include subtle logo integration, motorcycle inspired detailing and designs influenced by Harley-Davidson®. Larger eye sizes and longer temple lengths in men's optical styles provide a more comfortable wearing experience.

TARGET

Collections for every enthusiast, that appeal to brand loyal followers, infused with freedom, independence and attitude.



HARLEY-DAVIDSON®

E Y E W E A R



CONSUMER PROFILE

MEN
AFFLUENT WEEKEND WARRIORS
BRAND LOYAL AND PROUD TO BE BOLD
STRONG, INDEPENDENT AND PROFESSIONAL

KEY STRENGTHS

USE OF TEXTURES AND NEUTRAL COLOR PALETTES
WIDER OPTICAL FRAMES FOR MAN
RESISTANT MATERIALS

ic! berlin



BRAND PROFILE

Premium eyewear for curious minds.

In 1996, ic! berlin disrupted the eyewear industry with an unseen approach: ultra-light metal frames with a patented screwless hinge created the sophisticated, yet unconventional look that became synonymous with Berlin's creative scene. ic! berlin frames guarantee weightless comfort thanks to their durable construction and the iconic use of cold-rolled stainless steel from Germany. This dedication to ultimate comfort and quality extends to the use of other refined materials such as beta titanium from Japan, cotton-based acetate from Italy as well as the company's latest innovation FLEXARBON®. Since day one, every pair of ic! berlin glasses has been designed and handcrafted in the company's Berlin manufactory.

EYEWEAR COLLECTION

ic! berlin's eyewear collection ranges from optical frames to sunglasses. All of our pieces represent the ultimate in lightweight comfort thanks to their screwless, yet durable construction. Our iconic material of choice is cold-rolled stainless steel from Germany. Other materials we use for our designs are beta titanium from Japan, natural and cotton-based acetate from Italy as well as our latest innovation FLEXARBON®.

TARGET

Individuals who value timeless style over fast fashion and look for essential and meaningful possessions. They share a deep appreciation for well-designed products and aesthetics and seek luxury and self-expression in high-quality, handcrafted products. A typical ic! berlin customer is creative, values authenticity and freedom and approaches life with a playful, self-reliant attitude.



ic! berlin



CONSUMER PROFILE

DESIGN ENTHUSIASTS: SHAPES, COLORS, MATERIALS

CURIOUS MINDS: PLAYFUL AND CREATIVE

QUALITY OVER QUANTITY LIFESTYLE: TRUE
CRAFTSMANSHIP

ESSENTIALISTS: MINIMALIST LIFESTYLE

EXPRESS INDIVIDUALITY: EMBRACE UNIQUENESS

KEY STRENGTHS

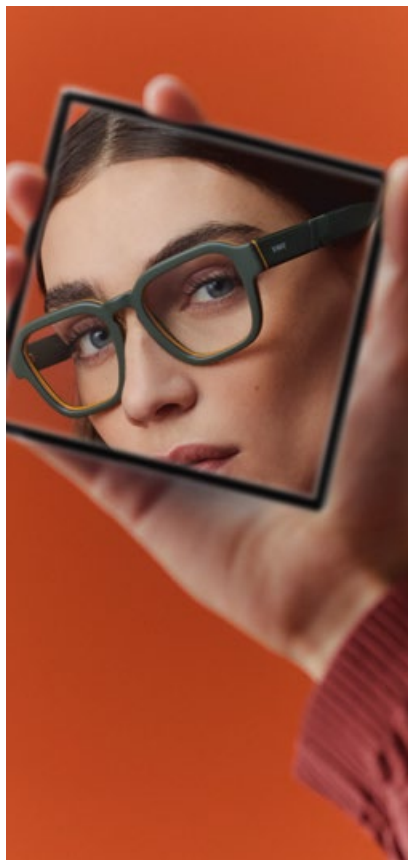
MINIMALIST DESIGN. UNCONVENTIONAL STYLE

HANDCRAFTED QUALITY AND UNUSUAL DETAILS

ULTIMATE LIGHTWEIGHT COMFORT

DURABLE MATERIALS AND CONSTRUCTION

QUIET LUXURY FOR EVERY OCCASION



PROFILO DEL BRAND

Born in the heart of Paris in 1965, the brand revolutionized the rainwear market by introducing the world's first lightweight and waterproof jacket that could be conveniently folded into a small pouch. From the colorful and affordable rain jackets that took the fashion industry by storm in the 70s and 80s, to the cutting-edge apparel and accessories of today, K-Way has been a trailblazer in the world of practical and functional fashion. Today, K-Way is a global brand with a presence in over 20 countries, catering to a diverse clientele with its vibrant colors, bold prints, and unparalleled performance. Whether you're hiking through rugged terrain, exploring bustling city streets, or just looking for a reliable rain jacket, K-way has got you covered.

COLLEZIONE EYEWEAR

The K-Way eyewear collection is colorful, vibrant and fresh, blending a fashion attitude with a sporty essence. The styles play with layering, cuts and

color contrasts, highlighted by technical details and iconic elements that guarantee unique comfort and allure. The brand identity is consistently declined in the eyewear collection through its distinctive and recognizable stylistic features. A selection inspired by the iconic rain jacket established the brand's legacy serves as a gateway into the collection. Fashion-forward styles will enhance collection's visibility from its launch on wards, driving awareness and generating excitement.

TARGET

K-Way collection targets various consumers, including women, men, and individuals across generations. These consumers seek easy-to-wear frames that combine a fashionable attitude with comfort and trend-conscious design. They identify with the brand's value and appreciate the iconic brand details on eyewear, reflecting the brand DNA.





CONSUMER PROFILE

MEN AND WOMEN 20-50
TRENDY AND LIFESTYLE COLLECTION
LOOKING FOR EASY-TO-WEAR FRAMES WITH
A FASHIONABLE ATTITUDE
ATTENTION TO DETAILS WHICH RECALL THE BRAND DNA

KEY STRENGTHS

COLORFUL PALETTE
ATTENTION TO DETAILS
GLOBAL AWARENESS
EASY-TO-WEAR SHAPES



BRAND PROFILE

Creativity, freedom and joyfulness: these are the pillars on which the story of Christian Louboutin is built. Christian Louboutin established his business in the heart of Paris in 1991, first with a collection for Women followed by a Men's collection a few years later, both recognizable by the signature red lacquered sole. 2014 welcomed Christian Louboutin Beauty, while in, 2022 the House launched new categories dedicated to Kids and Pets. With a prolific collection of shoes, leather goods and accessories, Christian Louboutin now counts more than 150 points of sales around the world.

EYEWEAR COLLECTION

Christian Louboutin presents its new eyewear collection as a true celebration of Parisian style, bold and refined, where red is not just a color, but a statement. The Christian Louboutin Eyewear collection offers a fresh take on elegance, redefined through innovative constructions and distinctive features that emphasize the quality of

the frames. The collection offers a unique interpretation of modern luxury, preserving the House's signature codes. Each style is crafted with uncompromising artistry, merging meticulous attention to detail with premium materials. Acetate and metal are expertly combined to create functional, comfortable eyewear that doubles as works of art. Created exclusively for Louboutin, the new ZEISS lenses provide crystal-clear, comfortable vision thanks to anti-reflective coatings, glare reduction, and durability treatments, all in line with the brand's high standards

TARGET

Unique Woman & Man with a fashion forward taste and a self-confident attitude. Strong personality that want to express themselves and be different from others. Non-conventional people that use Christian Louboutin products living life authentically, with more color, more boldness, more fun and even more audacity.





CONSUMER PROFILE

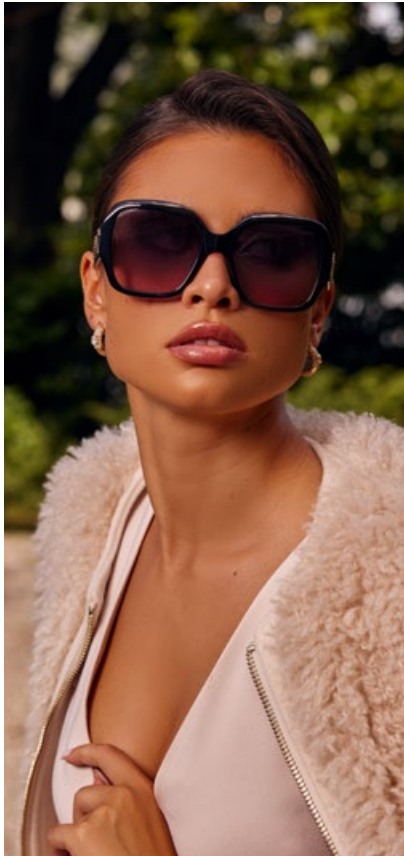
WOMAN & MAN WHO WANT TO STAND OUT
EMPOWERING, IRONIC, SOPHISTICATED, ICONOCLAST
JOYFUL, AUTHENTIC SELF, CREATIVE, AUDACIOUS

KEY STRENGTHS

EYE-CATCHING SILHOUETTES
REFINED DESIGN WITH STRIKING DETAILS
UNIQUE PIECE OF ART

MARCIANO

by
GUESS



BRAND PROFILE

Marciano is a premium offshoot of the Guess brand. It is a contemporary, stylish collection designed for women in search of a fashionable product. In keeping with the spirit of Guess, Marciano creates innovative clothing and accessories; the collection is fearlessly sexy, maintaining a sophisticated style and represents true fashion glamour on an everyday basis.

EYEWEAR COLLECTION

The eyewear collection offers sunglasses and trend-setting optical frames with a bold yet feminine appeal. The eye-catching silhouettes stand out thanks to the new patterns of the acetates, and the dazzling colours inspired by trendsetting nuances. Sophisticated details finish the easy-to-wear looks, embellished with crystals that add touches of light.

TARGET

Women distinguished by a contemporary allure, adding a touch of luxury to their looks at any time of day, as well as on special occasions.



MARCIANO

by
GUESS



CONSUMER PROFILE

30-50 YEARS, WOMEN
SEXY
GLAMOROUS
FASHION ADDICT
FEMININE AND SOPHISTICATED APPEAL

KEY STRENGTHS

EVERYDAY LIFE
EYE-CATCHING SILHOUETTES
SOPHISTICATED DETAILS
LARGE COLOUR PALETTE WITH ON-TREND NUANCES
NEW PATTERNS

MAX&Co.



BRAND PROFILE

Quality, originality and versatility. These are the key ingredients that have made MAX&Co. one of the leading contemporary fashion brands worldwide and a wardrobe favourite of stylish women. Since 1986, MAX&Co. has been inspiring generations to express their personality through fashion. A style secret passed on from mother to daughter and sister to sister, it has accompanied them as they navigate cultural change and evolve their style, season after season. The secret of its enduring popularity? A relentless commitment to making women look and feel their best in every occasion, from work to play.

EYEWEAR COLLECTION

The MAX&Co. logo, which alternates straight (MAX) and curved (&Co.) lines, inspires the design of the new MAX&Co. Eyewear Collection. Bold yet feminine and always pleasurable to wear, it is characterised by unexpected combinations of volumes, colours and materials, in a sophisticated play of shapes, tones and textures.

TARGET

Max&Co. consumers are young and independent women looking for trendy, playful, elegant dresses and accessories able to represent their unique way of being.



MAX&Co.



CONSUMER PROFILE

INDEPENDENT & SELF-CONFIDENT WOMEN
PLAYFUL & TRENDSETTER
YOUNG AND PROUD

KEY STRENGTHS

INGENUOUSLY SOPHISTICATED DESIGN
PERFECT BALANCE BETWEEN ESTHETIC AND FUNCTION
ATTENTION TO COLOUR, TEXTURE AND DETAIL

MaxMara



BRAND PROFILE

As a contemporary collection for the confident woman, consisting of opulent fabrications with precious details applied to ready-to-wear, Max Mara pieces embody femininity and craftsmanship. Symbolic for impeccable silhouettes with a timeless sensibility and constructed from the most luxurious fabrics, Max Mara is revered for the classification of the coat, sharp suiting and accessories. Founded in 1951 by the late visionary, Achille Maramotti, Max Mara is now available in 2,378 locations in more than 100 countries. Max Mara Fashion Group counts 9 different brands. The company remains privately held.

EYEWEAR COLLECTION

Synonymous with style and quality, Max Mara is the expression of the constant search for perfection and balance between material elements, form and color. Geometric shapes, a harmonious dialogue between materials, and chromatic combinations of soft nuances distinguish the brand's frames.

TARGET

Max Mara collection is dedicated to glamorous chic women who love to rediscover a refined, dynamic and practical look in everyday life.



MaxMara



CONSUMER PROFILE

MODERN AND CONTEMPORARY WOMAN WITH A
SOPHISTICATED AND REFINED IMAGE
LOOK IN LINE WITH TRENDS AND SUITABLE FOR THE
DIFFERENT OCCASIONS OF MODERN LIFE

KEY STRENGTHS

HIGH QUALITY
EXPERIMENTATION
INTERNATIONAL SCOPE
MODERNITY AND ELEGANCE



BRAND PROFILE

Founded as the alternative to traditional French luxury, MCM was the “L'enfant terrible” that created the ultimate accessories for the 1970's Munich scene. Today MCM continues to harness its heritage of sophisticated rebellion to pioneer new expressions of luxury for the independently minded consumers of the future, based on the luxury of movement, creativity and functionality without boundaries.

EYEWEAR COLLECTION

MCM's eyewear collections follow the founding values of the brand, which has always combined craftsmanship, design and sustainability in its creations. Always with an eye on the disruptive, the driving force behind MCM centres on revolutionizing classic design with futuristic materials and designs with the spirit of Zeitgeist and of Bauhaus.

TARGET

Millennials and Gen Z, handsfree, genderless, ageless, empowered, and unconstrained by rules and boundaries.





CONSUMER PROFILE

MILLENNIALS AND GEN Z
HANDSFREE, GENDERLESS
AGELESS
EMPOWERED AND UNCONSTRAINED
BY RULES AND BOUNDARIES

KEY STRENGTHS

ATTENTION TO DETAILS
RECOGNIZABLE DESIGN
INNOVATIVE HERITAGE
UNCONVENTIONAL SHAPES

PUCCI



BRAND PROFILE

Pucci is the epitome of joy and energy, fresh colors and vibrant prints from 1947. Its unmistakable language of style expresses the luxury of fashion through the poetry of original nuances and designs and the simplicity of pieces that can be mixed and matched in endless combinations. The beauty and variety of nature, with the fascinating Mediterranean as the protagonist, inspire the continuous evolution of the brand and the refined Pucci collections, which have always portrayed elegance as a playful, emotional-filled journey.

EYEWEAR COLLECTION

The eyewear collections reflect the luxurious and carefree allure of the Florentine brand. Exercises in style exploring colors and prints lead to frames on which archive motifs are refreshed and distributed according to a contemporary aesthetic sense. The brand's joie de vivre reflects in its creative vision that skillfully renews itself through great attention to shapes, details, and workmanship. The result is optical frames and sunglasses with sophisticated architectural shapes that are a symbol of elegant femininity.

TARGET

The eyewear range is aimed at extremely feminine women who enjoy cultivating a refined appearance and a luxurious lifestyle in which creativity and elegance travel hand in hand



PUCCI



CONSUMER PROFILE

+25 YEARS, WOMEN
EXTREMELY FEMININE
ENJOYS CULTIVATING
A REFINED APPEARANCE
ELEGANCE AND DISTINCTIVE STYLE

KEY STRENGTHS

DISTINCTIVE COLOUR PALETTE
UNIQUE STYLE
SOPHISTICATED TECHNIQUES AND DESIGN CONTENT
LUXURIOUS LIFESTYLE
CREATIVITY AND REFINED ELEGANCE

SKECHERS eyewear



BRAND PROFILE

Born in 1992, in a California beach house with a single men's boot style, Skechers has grown to a massive global brand. The brand is the #1 family footwear company, and the #2 shoe company in the US. Skechers supports multiple philanthropic causes and produces The Skechers Annual Pier to Pier Friendship Walk that has raised \$13 million since 2009 for children with special needs and public education.

EYEWEAR COLLECTION

The collection features a wide range of eye sizes for children, teens and adults to perfectly fit any face size. Key iconic elements found in the Eyewear line include exciting prints and patterns, bright pops of color and comfortable, sport forward temple designs.

TARGET

Thought for people with a sporty active lifestyle, from youngsters to adults looking for a lightweight, comfortable and durable wearing experience, thanks to high quality innovative materials such as Ultem Resin



SKECHERS
eyewear



CONSUMER PROFILE

KIDS AGES 5-13
MEN AND WOMEN 25-45
SPORTY ATTITUDE
LOOKING FOR COMFORT
LOVE STYLISH DESIGN

KEY STRENGTHS

MODERN, EASY-TO-WEAR EYESHAPES
INNOVATIVE MATERIALS
WIDE RANGE OF SIZES TO FIT ALL FACE SHAPES AND SIZES



BRAND PROFILE

Timberland is a world leader in designing and marketing premium quality footwear, clothing and accessories for those who love outdoor life. In developing its products, it is dedicated to providing a contribution of its own to tackling environmental challenges and minimizing the impact on the planet. From the design down to production, including logistics, the company is always on the lookout for new ways to be environmentally sustainable.

EYEWEAR COLLECTION

Versatile and innovative, the eyewear collection embodies the values of this iconic lifestyle brand, celebrating its heritage. In keeping with the spirit of sustainability, the beating heart of the Timberland culture. The range includes models made with at least 35% bio-basic plastic material and for this reason they are brought back to the Earthkeepers™ category. The sunglasses and optical frames feature an eye-catching, contemporary design, the result of the brand's ongoing research not only into colours but also on the usage of bio-based materials. Sophisticated details and exclusive polarized lenses finish the look while boosting the performance of each model.

TARGET

Timberland eyewear is considered the perfect accessory for those who enjoy the outdoor life, tackling each day with a thirst for adventure and discovering nature while respecting it.





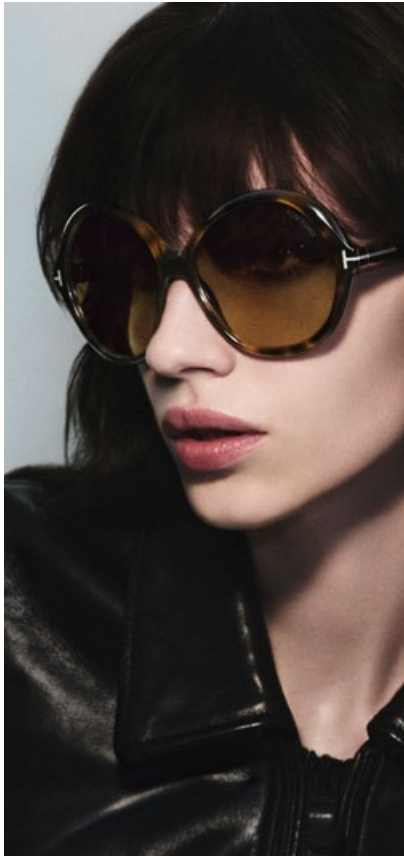
CONSUMER PROFILE

+ 30 YEARS, MEN
14 -18 YEARS, TEENAGER
OUTDOOR LIFESTYLE
SEEKS QUALITY AND STYLE
ADVENTUROUS
ECO-CONSCIOUS

KEY STRENGTHS

HERITAGE AND VALUES OF THE TIMBERLAND BRAND
INNOVATIVE MATERIALS
POLARIZED LENSES
CONTEMPORARY DESIGN
SUSTAINABILITY

TOM FORD EYEWEAR



BRAND PROFILE

TOM FORD FASHION, part of the Ermenegildo Zegna Group since 2023 through an exclusive long-term license with The Estée Lauder Companies Inc., is the fashion business of the luxury house founded by designer Tom Ford in 2005. The luxury house personifies modern glamour and an unparalleled level of style through impeccable tailoring and craftsmanship. Ermenegildo Zegna Group currently oversees end-to-end the TOM FORD FASHION business - men's and women's fashion as well as accessories, fine jewelry, textile, and home design products - from collection creation and development to merchandising, through to production, as well as retail and wholesale distribution. In 2023, Lelio Gavazza was appointed CEO, TOM FORD FASHION. The Estée Lauder Companies Inc. is the sole ownership of the TOM FORD brand, its trademarks, and other intellectual property rights.

EYEWEAR COLLECTION

The soul of the brand is reflected in the eyewear collection which is not identified by the presence of particularly flashy details, but it is recognizable by exclusive design, painstaking attention to details, innovative combination of different materials and pursuit of a classy range of colors. The product is inspired from the past and it is presented in a contemporary way to create a timeless design. Classic shapes adopt surprising structures, minimalist silhouettes are paired with original elements, soft shades alternate with bold colours, for a unique and amazing result.

TARGET

The eyewear collection is aimed to ladies and gentleman with a confident personality and refined taste, who look for sophisticated and exclusive luxury items. They are aware of trends, but consider quality, authenticity and attention to details more important than a logo or being fashionable.



TOM FORD EYEWEAR



CONSUMER PROFILE

+ 25 YEARS, WOMEN
+ 30 YEARS, MEN
TRENDSETTER
SELF-CONFIDENT
SOPHISTICATED
PROVOCATIVE AND SENSUAL LOOK

KEY STRENGTHS

TIMELESS STYLE
MINIMALIST DESIGN
ATTENTION TO DETAILS
QUALITATIVE MATERIALS
INNOVATIVE AND EXCLUSIVE
"T" LOGO DECORATION



BRAND PROFILE

In the world of WEB EYEWEAR, quality and creativity come together in perfect synergy. Driven by simplicity, innovation, and attention to the details that make a difference, the brand embraces change with a deep respect for its roots. Gusto, transparency, and quiet luxury are the founding values that define its essence, shaping unique and authentic interactions.

EYEWEAR COLLECTION

A distinctive and cohesive journey that blends technical quality with aesthetic innovation. The WEB EYEWEAR collection reinterprets the brand's new stylistic dogmas with extraordinary care for craftsmanship, materials, and contemporary shapes. Personality and design evolve into silhouettes created with meticulous precision, offering a perfect balance between functionality and beauty.

Every detail is crafted to translate the brand's DNA into eyewear with a sophisticated and well-defined identity, enhanced by exclusive features. The iconic torchon symbolizes an aesthetic legacy transformed into innovation. The pins, found on the temples and fronts, guide the gaze between retro charm and the bold celebration of excellence. Essential design, natural hues, textured effects, and transparencies merge in the superior quality of materials crafted with cutting-edge techniques.

TARGET

WEB EYEWEAR targets an audience aged between 30 and 60, with a strong inclination towards art and creativity. Its admirers are individuals who recognize and appreciate the combination of functionality and design, always seeking products that reflect their refined tastes and distinctive lifestyle.





CONSUMER PROFILE

30-60 YO
ELEGANT & CONFIDENT MEN & WOMAN
AUTHENTIC
CURIOUS

KEY STRENGTHS

GUSTO
RELIABILITY
INNOVATIVE: DRAWING FROM BOTH HERITAGE AND
MODERN DESIGN
QUALITY MERGES WITH CREATIVITY

ZEGNA



BRAND PROFILE

Every road and path at ZEGNA starts from, and leads to, Oasi ZEGNA, the home of the brand's values. ZEGNA's nature-loving founder ignited the brand's legacy of environmental conservation when he began planting trees in the area surrounding his wool mill in 1910. Today the area is home to 500,000 trees and counting. Fostering a dream for tomorrow that has been nurtured over generations, ZEGNA acts in harmony with nature and continues to preserve the thriving 100km² ecosystem that is Oasi ZEGNA. The brand's fabric-making expertise is rooted in Italian tradition and responds to the ethos of 'crafted for tomorrow', in which ZEGNA commits to using responsibly sourced materials - from cashmere yarns to clothing. With a legacy of action started generations ago, ZEGNA continues to be guided by its road to tomorrow, which was born in Oasi ZEGNA.

EYEWEAR COLLECTION

The inspiration for ZEGNA Eyewear was born in Oasi ZEGNA, the home of ZEGNA's values in the Alps of northern Italy. The 100km² natural territory inspires the brand's Eyewear styles for Winter 2023 - including the models Orizzonte I and Aurora I - that draw from the area's colours, panoramic views and founding values. Designed by Artistic Director Alessandro Sartori, ZEGNA's Eyewear seamlessly integrates into the brand's Luxury Leisurewear wardrobe, which is based on the principles of modernity, versatility and unparalleled craftsmanship.

TARGET

The eyewear collection is aimed at the elegant man with an unmistakable style of his own, with a refined eye for details. He is in search of an outstanding Italian-made product.



ZEGNA



CONSUMER PROFILE

+ 30 YEARS, MEN
ELEGANT
IN SEARCH OF HIGH QUALITY PRODUCT
EYE FOR DETAIL
ITALIAN STYLE AND TASTE

KEY STRENGTHS

ITALIAN-MADE EXCELLENCE FOR MEN
UNMISTAKABLE STYLE
CRAFTSMANSHIP
CREATIVE USE OF HAND-PICKED MATERIALS
PREMIUM-QUALITY

MARCOLIN

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