

MARCOLIN

For Immediate Release

MARCOLIN @MIDO 2025: DEBUTS AND CONFIRMATIONS

Longarone/Milan, February 8, 2025 - **Marcolin**, among the global leading groups in eyewear, attends **MIDO 2025**, the leading international eyewear show.

The event will be held at **Fiera Milano between February 8 and 10**. At its booth, located in **Pavillion 1**, Marcolin will present the new eyewear collections from its licensed and house brands.

The most anticipated event is the debut of the first eyewear collection of iconic brand **Christian Louboutin**. The line, which celebrates the brand's rich heritage, features unique and modern pieces. The flagship product to be presented at MIDO is an oval frame with a sophisticated design, enhanced by distinctive details that embody the brand's essence, such as small metal elements recalling Louboutin's iconic red soles.

For the first time, **K-WAY Eyewear** also makes its official debut, with a dedicated installation inside the booth. The collection stands out for a geometric acetate frame with a sophisticated front construction, embellished with layers of color reminiscent of K-Way's celebrated Tape.

TOM FORD Eyewear showcases an oversize frame from the **ICON** collection, which perfectly expresses the brand's aesthetic: a balance of modern glamour and timeless elegance. **ZEGNA Eyewear** introduces *Orizzonte I*, a contemporary and refined bridgeless silhouette featuring the iconic 232 Road Brand Mark, the ZEGNA logo and a sleek top bar inspired by the mountain landscape of Oasi Zegna.

Max Mara Eyewear features a wide, squared frame with a sophisticated profile. The front, which combines acetate and metal, is embellished with the iconic tubular temples inspired by Eileen Gray's design, expressing the brand's distinctive and elegant style. **MCM Eyewear** reinterprets the classic cat-eye shape with a vintage twist, transforming it into a bold, modern frame. The acetate frame is enhanced by the maxi Laurel logo detail embossed on the temples.

Marcolin house brand **ic! berlin** presents the new style from the Icons *Noemi* line, a frame with geometric details reflecting the brand's architectural DNA. **WEB EYEWEAR** unveils a squared acetate frame featuring the iconic metal torchon detail on the inside of the temples, visible through the transparent construction.

Inside the booth, guests can enjoy an immersive experience into the world of Marcolin thanks to a "**creative space**" (**Atelier**) dedicated to design and prototyping. A unique opportunity to discover the behind-the-scenes process of eyewear creation and production.

In addition, the booth is hosting a preview of the **new exhibition "Framing Light,"** an exclusive photography project dedicated to the **WEB EYEWEAR** brand. The exhibition, conceived as an immersive journey into the brand's values, is interpreted by the shots of five Italian photographers. The exhibition will open its doors to the public on Saturday, February 8, at the Salone dei Tessuti, in Via San Gregorio 29 in Milan.

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.
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