

FOR IMMEDIATE RELEASE

MARCOLIN GROUP ANNOUNCES THE EARLY RENEWAL OF ITS EYEWEAR LICENSING AGREEMENT WITH DIESEL

Longarone (Belluno) - Marcolin Group, one of the leading players in the eyewear industry, and Diesel, lifestyle brand company synonymous with uniqueness and innovation, announced today the early renewal of the license agreement for the design, production and worldwide distribution of Diesel Eyewear branded sunglasses and optical frames.

The collaboration between the two Groups, which began in 2010, has been renewed until 2023. This renewal highlights the willingness of both to pursue an even closer partnership based on a mutual approach to continuous research and experimentation in order to offer products reflecting the stylistic codes of the brand, which are passion, unconventional spirit and individuality.

Massimo Renon, Marcolin's Group Worldwide Commercial General Manager declared: *"The early renewal of the eyewear license with Diesel expresses our clear willingness to invest in prestigious and international brands in today's market as very complex and competitive as the eyewear one. We are pleased Diesel recognized us as the ideal partner in terms of creativity, distributional strategies and level of service, with which to collaborate and develop synergies to ensure successful results."*

"We are very pleased to renew the agreement with Marcolin, throughout the years we've built another successful partnership between all the Diesel's product category", commented Alessandro Bogliolo, CEO Diesel. *"Marcolin has always been a partner able to deeply understand the DNA of our brand, interpreting the style through eyeglass and sunglasses of high quality and technicality."*

About Marcolin Group

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, the continuous innovation and the unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Balenciaga, Moncler, Ermenegildo Zegna, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Guess, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Bongo, Candie's, Rampage, Viva, Marcolin and Web.

In 2016, the company sold about 14 million eyeglasses.

www.marcolin.com

About Diesel

Diesel is an innovative international lifestyle company, producing a wide-ranging collection of jeans, clothing and accessories. Original, irreverent, always looking to new ways to subvert the rules. Eyewear is just one of the declination to express this way of life. Throughout the years the brand has approached different sectors with license partners, taking everywhere innovation and bravery. Was the case for watches, and in all the Living project (that's about all the categories of home evolving in the new concept of hospitality). Modernity and Quality are in everything we do.

www.diesel.com

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