

FOR IMMEDIATE RELEASE

MARCOLIN GROUP + GCDS = DISRUPTIVE EYEWEAR

Longarone (BL), December 17, 2019 – Marcolin Group, a worldwide leading company in the eyewear industry, and GCDS, a clothing and accessory brand founded by brothers Giordano and Giuliano Calza, have announced their exclusive global partnership for the design, production and distribution of sunglasses and eyeglasses under the GCDS brand for the five-year period 2020 – 2024.

The first eyewear collection manufactured by the Marcolin Group was worn during the brand's fashion show on September 21st, 2019.

Irony, experimentation and street style are the key elements distinguishing the heart and soul of GCDS and the new SS2020 eyewear models.

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 alternate with sporty, oversized wraparound frames, while all are embellished with the brand's maxi-sized logo.

Massimo Renon, CEO of Marcolin Group, remarked: *"We are proud to have entered into this agreement with GCDS, a young and versatile brand, a benchmark in the luxury street style field. With this partnership, Marcolin Group is taking a further step towards the diversification of its portfolio. We are certain that both groups will benefit from the positive synergies and proud to collaborate with GCDS in defining a strategy to strengthen the eyewear segment at an international level"*.

Giordano Calza, CEO of GCDS, commented: *"For us, this partnership represents an important expansion of GCDS's accessory portfolio. We took the strategic decision to work alongside an Italian partner that is a worldwide eyewear leading company"*.

The frames will be available beginning April 2020 on www.gcds.it, in the brand's flagship stores and on a select number of e-commerce platforms.

Worldwide distribution in the optical channel will take place in the second half of 2020.

About Marcolin Group

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

The brand portfolio includes: Tom Ford, Bally, Moncler, Sportmax, Ermenegildo Zegna, Longines, OMEGA, Victoria's Secret, Victoria's Secret PINK, Roberto Cavalli, Atelier Swarovski, Barton Perreira, Tod's, Emilio Pucci, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2018, the company sold about 14,6 million eyeglasses.

www.marcolin.com

About GCDS

GCDS, aka "God Can't Destroy Streetwear", 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.

The brand owes its success to its instantly recognizable graphics, embroideries and 100% made-in-Italy craftsmanship. The brand has grown into one of the most coveted emerging brands, garnering the support of the world's most influential tastemakers.

Today, GCDS is sold in more than 400 stores worldwide, with mono-brand stores in London, Hong Kong, and a flagship in Milan.

The company is based in the heart of Milan, Italy.

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