

For Immediate Release

MARCOLIN E MAX&Co. TOGETHER UNTIL 2030

Longarone/Milan, February 2, 2024 – **Marcolin**, a worldwide leading group in eyewear, and **MAX&Co.**, one of the world's most important ready-to-wear fashion brands, announce the **early renewal of the exclusive global licensing agreement** for the design, manufacturing and distribution of the brand's sunglasses and optical frames.

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.

Designed to perfectly complement the clothing and accessory collections, MAX&Co. sunglasses and optical frames are characterised by strong lines, bright colours and original shapes, combining style and comfort.

The partnership between the two companies, started in 2020, has been extended for further 6 years **until 2030**.

About Marcolin:

Marcolin is a worldwide leading group in the eyewear industry 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, Max Mara, Zegna, GCDS, MAX&Co., MCM, Tod's, Pucci, BMW, Kenneth Cole, 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 2022, Marcolin Group counted about 2,000 employees and net sales of €547.4 million.
www.marcolin.com

About MAX&Co.:

MAX&Co. is a contemporary fashion brand loved for its original, versatile and carefully made collections, worn by stylish women on the go around the world. MAX&Co. is part of Max Mara Fashion Group and distributed online and in over 400 stores worldwide.
www.maxandco.com

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