

For Immediate Release

MARCOLIN, EXCLUSIVE LICENSING AGREEMENT SIGNED WITH K-WAY®

Longarone/Milan, May 6, 2024 – **Marcolin**, a worldwide leading group in eyewear, and **K-Way®**, French brand born in 1965 – currently owned by Turin-based group BasicNet – and known worldwide for its revolutionary rain jackets, announce they have signed **an exclusive licensing agreement** for the design, production, and worldwide distribution of K-Way® brand sunglasses, optical frames, ski goggles and eyewear for kids.

The partnership, officially beginning on January 1, 2025, will **last six years, until December 31, 2030**. The new agreement and resulting collaboration with a brand that has always perfectly combined a sports spirit with a fashion attitude, will allow Marcolin to further expand its license portfolio and **reinforce its presence in the lifestyle segment**.

The K-Way® SS25 eyewear collections – the first to be produced by Marcolin – will be **presented in early 2025** to then become available worldwide by **distribution through a network of selected stores**.

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, Christian Louboutin, Max Mara, Zegna, GCDS, MAX&Co., MCM, Tod's, Pucci, BMW, K-Way®, 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 2023, Marcolin Group counted about 2,000 employees and net sales of €558.3 million.
www.marcolin.com

About K-WAY:

K-Way® was born in Paris and becomes, over the years, an icon of contemporary clothing. It is a registered trademark in the Italian and French dictionaries. K-Way® is one of the brands owned by BasicNet SpA, a company that also owns Kappa®, Robe di Kappa®, Jesus@Jeans, Superga®, Sabelt®, Briko and Sebago®. BasicNet operates worldwide through a network of entrepreneurs who, under license, produce or distribute products to Group brands. BasicNet provides them with R&D, product industrialization and global marketing services. All business processes take place solely through the Internet, which makes BasicNet a “fully web-integrated company”. Turin-based BasicNet has been listed on the Italian Stock Exchange since 1999.

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