

For Immediate Release

MARCOLIN ANNOUNCES THE RENEWAL OF THE LICENSE AGREEMENT WITH MAX MARA UNTIL 2032

Max Mara renews the existing partnership with Marcolin, strengthening a prestigious collaboration

Longarone/Milan, March 31, 2025 - **Marcolin**, among the global leading groups in eyewear, and **Max Mara**, one of the world's most celebrated fashion houses embodying Italian luxury and style, announce the renewal of the license agreement for the design, production and international distribution of Max Mara sunglasses and optical frames.

The new agreement extends the license for an **additional 7 years**, until **December 31, 2032**.

After the extension signed in January 2024 for the MAX&Co. Eyewear line, this agreement confirms and further strengthens the **partnership** with **Max Mara Group** that has been established over the past years.

Max Mara's collections of sunglasses and optical frames are **a byword for style and quality**. The frames are the result of the brand's continuous **pursuit of perfection** and **balance between materials, shapes and colors**, standing out for their elegant **geometric lines** and harmonious combination of textures and sophisticated hues.

The **new Max Mara Eyewear collection** is available at Max Mara boutiques, on www.maxmara.com, and in eyewear stores and authorized retailers.

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, Pucci, BMW, K-Way®, Kenneth Cole, Abercrombie & Fitch, Hollister, 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.

About Max Mara:

Founded in 1951 by visionary Achille Maramotti, Max Mara is the embodiment of Italian luxury and style. Offers a contemporary collection of ready-to-wear and accessories designed for today's strong woman. Renowned for its timeless designs and fine fabrics, Max Mara is the epitome of elegance, known for its chic coats, impeccable suits and modern accessories. With more than 2,500 stores in over 100 countries around the world, the Max Mara Group has nine brands within its portfolio while remaining a private, family-owned business run by the Maramotti family.
www.maxmara.com

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