

For Immediate Release

MARCOLIN AND NEW YORK INSTITUTE OF TECHNOLOGY JOIN TOGETHER TO RETHINK THE FUTURE DESIGN OF EYEWEAR

New York, November 17, 2025 – Marcolin, among the leading groups in eyewear, announces a new collaboration with **New York Institute of Technology (New York Tech)** for the project “**Vision Reframed: Designing Eyewear Beyond Boundaries**”, an academic-industrial initiative dedicated to exploring the future of eyewear design through the principles of **neurodiversity, wellbeing, and sustainability**.

The project, launched in November 2025, involved a select group of students from New York Tech's Departments of *Architecture, Interior Design, and Digital Art and Design*, as well as students from the university's medical school, who worked on developing innovative eyewear concepts. Guided by **Jordan Keys**, Associate Dean of Research Collaboration and Innovation and **Alessandro Melis**, *IDC Foundation Endowed Chair and Professor of Architecture* at New York Tech, and supported by Marcolin's international team of designers, participants were challenged to create solutions that integrate aesthetics, ergonomics, and technology, with a special focus on inclusion and user wellbeing.

Throughout the program, students took part in workshops dedicated to **inclusive design, sustainable materials, artificial intelligence, and mixed reality**, deepening their understanding of design approaches that merge innovation with ethical responsibility.

The collaboration also offered a unique opportunity for direct dialogue between academia and industry, fostering cross-pollination between creative, technological, and manufacturing expertise. The initiative opened with a launch event featuring representatives from New York Tech and **Marcolin Group**, including **CEO & General Manager Fabrizio Curci**, who delivered a keynote on the role of innovation and social responsibility in the future of the eyewear sector. He was joined by **Marco D'Acunzo**, *CEO of Marcolin North America*, **Lara Marogna**, *Group Style & Product Development Director*, and **Clara Magnanini**, *Group Communication & ESG Director*, who highlighted the strategic value of the partnership in promoting new perspectives on responsible design.

The final phase of the project took place on November 12, 2025, which included the presentation of the final concepts before a jury made up of New York Tech representatives and Marcolin management. The most outstanding projects have been awarded and may evolve into actual prototypes, offering students the chance to access **mentorship programs and internships at Marcolin**.

Through “*Vision Reframed*,” Marcolin reaffirms its commitment to supporting **innovation and education**, fostering dialogue between industry and academia, and empowering young talents who will shape the future of eyewear.

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, rag & bone, 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 2024, Marcolin Group counted about 2,000 employees and net sales of €545.8 million. www.marcolin.com