

PRESS RELEASE

Balenciaga and Marcolin: agreement sealed for eyewear licensing

Longarone (BL), 7 May 2012

Gruppo Marcolin and Balenciaga have today signed the exclusive licensing contract for the production and worldwide distribution of sunglasses and eyeglass frames with the Balenciaga brand name. Marcolin's solid expertise in design joins with the innovative vision and constant research of Balenciaga.

The Balenciaga line will be dedicated to those who recognise themselves in the brand, one of the most influential in the fashion world, and it will position itself in the luxury sector, with models perfected up to the finest detail in order to exalt the stylistic characteristics as well as the functional ones.

The licensing contract, which shall have a 5 year duration and is renewable for an additional 10, sets out terms substantially in conformance with those of the portfolio of Gruppo Marcolin. The launch of the first collection is scheduled for 2013. The distribution shall be destined to the finest optical shops and department stores worldwide, in addition to within the Balenciaga sales points.

Maurizio Marcolin, Style & Licensing Officer of Gruppo Marcolin, has stated: *"During these months, in addition to putting the finishing touches on the agreement, we have already started to work with enthusiasm with the Balenciaga team to develop the new collection concepts together. Balenciaga has a recognised appeal at an international level as being one of the most exclusive luxury labels and with great satisfaction I have been able to verify that between us there is strong cultural affinity. We are both ready to face this new challenge with enormous determination."*

Isabelle Guichot, President and CEO of Balenciaga, has stated: *"Maison Balenciaga is proud of this new chapter in the history of the brand within a product category that characterises itself as an evident fashion accessory, which will complete both the vision of the woman that Balenciaga has and the image of Nicolas Ghesquiere, artistic director of the Maison."*

This press release is available on the internet site www.marcolin.com

ABOUT MARCOLIN S.P.A.

Listed on the Milan Stock Exchange, Marcolin is a leading eyewear company that stands out in the luxury market for its premium quality, attention to detail and first-rate distribution. In 2010 the company distributed an estimated 5.5 million pairs of eyeglasses and sunglasses in more than 800 models. Its licensed brand portfolio includes: Cover Girl Eyewear, Diesel Shades, DSquared2 Eyewear, Hogan Eyewear, John Galliano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc Eyewear, Replay Eyes, Roberto Cavalli Eyewear, Swarovski, Timberland, Tod's Eyewear, Tom Ford Eyewear. The Group's own brands include Marcolin and Web Eyewear.

ABOUT BALENCIAGA

The House of Balenciaga is part of PPR since 2001 and is one of the most influential forces in fashion and is developing into a major player in the Luxury Goods industry. Founded in 1919 by Cristóbal Balenciaga and established in Paris in 1936, it defined many of the greatest movements in fashion from the 1930s to the 1960s. Since joining the house as Creative Director Nicolas Ghesquière has been true to these credentials. Through innovative design and vision, the mastery of cut and technique, combined with constant research in fabrics, he infuses the founder's legacy with a modern edge.

While the brand's identity is firmly anchored in its highly symbolic ready-to-wear collections, the leather goods, shoe and accessories lines have also enjoyed worldwide success. The women's and men's ready-to-wear collections span a wide price range, from the most emblematic items to more universal products, thus opening Balenciaga's style up to a wider exposure.

Starting with exclusive distribution channels, the brand has now shifted focus to ensure it is represented in an environment that respects its spirit, not only in directly operated stores (69 dos to date) and e-commerce, but also through franchises and points of sale in leading multi-brand shops with a worldwide coverage"

Marcolin Contacts:
Investor Relator
Sandro Bartoletti
+39 0437 777 111
invrel@marcolin.com

Press Office
Serena Valente
+39 02 76387611
svalente@marcolin.com

Balenciaga Contacts:
Press Office
Lionel Vermeil
+ 33 1 56 52 17 47
lionel.vermeil@fr.balenciaga.com