



## Diesel and Marcolin signed today the eyewear licensing agreement

Longarone (Italy), October 28<sup>th</sup>, 2010. The sound design expertise of Marcolin joins forces with Diesel's irreverent and original spirit, bringing the *successful living* philosophy in eyewear's world. Marcolin Group and Diesel signed today an exclusive license agreement to produce and distribute Diesel shades and glasses worldwide, as per the preliminary agreement reached in July 2010.

Diesel Shades collection will be dedicated to those who identify themselves in the brand's individual style, breaking trends' rules, and will be positioned in the diffusion segment; the collection will be developed with a specific focus on design and functionality.

The licence agreement, with duration of 5 years, is in line with terms and conditions of Marcolin Group portfolio. The first sunglasses collection is planned to be launched in Fall 2011 and will be completed in 2012 with the optical frames collection. Worldwide distribution will include selected opticians and Departments Stores, as well as Diesel stores.

Maurizio Marcolin, Marcolin Group Style & Licensing Officer, comments: *"In the last months, while working on the agreement within the fixed terms, we've already started working on the collection. I am very excited because Marcolin and Diesel share a strong cultural affinity and a common background, which strengthen our determination in starting this new challenge".*

Renzo Rosso, Diesel President and Founder: *"I strongly believe in the synergy with Marcolin: we established a partnership which will help us bringing innovation and creativity in the eyewear scenario – both in terms of products and communication – in line with our DNA! I am personally impressed of Marcolin's capability to understand the universe of a brand and turn it into top quality, high design content products. This, together with the strong managerial ability of its Board, makes it a unique Company in the eyewear scenario. Diesel is one of the few true lifestyle brands in the world and with our passion, energy and innovation capability we can build together a successful positioning, providing the brand the value and role it deserves."*

Please find this press release on [www.marcolin.com](http://www.marcolin.com).

Marcolin, listed on the Milan Stock Exchange, is one of the leading eyewear companies, and stands out, in the luxury sector, for the premium quality of its products, its attention to detail, and focused distribution. The portfolio of licensed brands includes: Cover Girl Eyewear, DSquared2 Eyewear, Ferrari, Hogan Eyewear, John Galliano Eyewear, Just Cavalli Eyewear, Kenneth Cole New York, Kenneth Cole Reaction, Miss Sixty Glasses, Montblanc, Replay Eyes, Roberto Cavalli Eyewear, Swarovski Eyewear, Timberland, Tod's Eyewear, Tom Ford Eyewear. Marcolin and Web Eyewear feature among the Group's own brands.

Diesel is a truly worldwide organisation. From its Headquarters in Breganze, it directly manages around 20 subsidiaries across Europe, Asia and the Americas. It is now present in more than 80 countries with 5,000 points of sale and more than 500 Diesel mono-brand stores. Diesel is part of the holding Only the Brave, which also incorporates 55DSL, Staff International, Maison Martin Margiela and Viktor & Rolf. In 2008, the holding's revenues amounted to more than 1.300 billion euro.

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