

## **MARCOLIN TO DOUBLE IN-HOUSE MADE IN ITALY PRODUCTION**

### **A new 3,500m<sup>2</sup> manufacturing facility to be based in the eyewear district**

Longarone (Belluno), 30<sup>th</sup> October 2014 – Marcolin, a worldwide leading eyewear company, announced today the acquisition of a new 3.500m<sup>2</sup> manufacturing facility in Longarone (Fortogna area), in the heart of the eyewear district.

This move is in line with its mid-long term strategy of creating value leveraging on the opportunities offered by the development of high-end products, consistent with Marcolin's historical DNA. Company's employment will strongly benefit of this operation as well.

The new site, starting operations from mid-2015, will double Marcolin's in-house Made in Italy production: this is the answer to structural good sales' performance and, on top, to the opening of new directly managed markets mixed with new highly recognized brands in the portfolio.

The company has recently signed license agreements with fashion and luxury brands like Ermenegildo Zegna, Zegna Couture and Emilio Pucci, all of which (in addition to Tom Ford, Montblanc, Balenciaga, Roberto Cavalli, Dsquared2 and Diesel) have a policy of developing and manufacturing their products in Italy, and whose superior creativity and quality are perfectly expressed by the local artisan tradition.

Marcolin's CEO Giovanni Zoppas said: "To us, Made in Italy is a vital strategic asset and finalizing this investment in Longarone, the area where Marcolin's history began, is one more reason to feel proud of it."

### **About Marcolin**

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2013, the company sold about 13,4 million eyeglasses with more than 1350 models.

In December 2013, Marcolin finalized the acquisition of Viva International significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S.

Currently the company portfolio of brands includes: Emilio Pucci, Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland, GUESS, GANT, Harley-Davidson®, Marciano, Catherine Deneuve, SKECHERS, BONGO®, CANDIE'S®, RAMPAGE®, Viva, Magic Clip®, Savvy, Marcolin, National and Web.

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