




# MARCOLIN

EYEWEAR

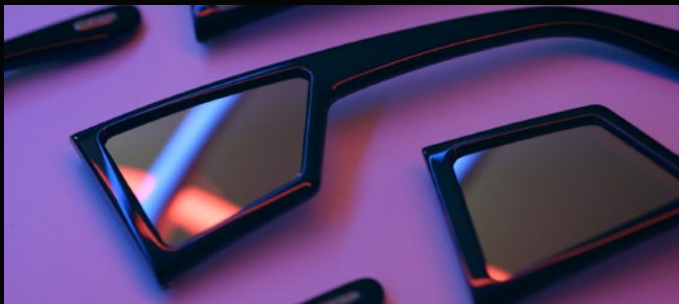
CORPORATE BROCHURE  
SPRING SUMMER 2021



MARCOLIN GROUP, AMONG THE WORLDWIDE LEADING COMPANIES IN THE EYEWEAR INDUSTRY, STANDS OUT FOR THE PURSUIT OF EXCELLENCE, THE CONTINUOUS INNOVATION AND THE UNIQUE ABILITY TO FAITHFULLY COMBINE DESIGN AND ITALIAN CRAFTSMANSHIP WITH THE CORE VALUES OF EACH BRAND.

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FOR 60 YEARS, MARCOLIN GROUP HAS DESIGNED, PRODUCED AND DISTRIBUTED EYEWEAR AND SUNGLASSES FOR THE MOST WELL-KNOWN NAMES IN THE INDUSTRY, CREATING INNOVATIVE COLLECTIONS THAT REFLECT THE IDENTITY AND EXCLUSIVITY OF THE BRANDS THEY WERE MADE FOR.





## RECENT HISTORY

In 2012, Marcolin Group expands after being acquired by PAI Partners, a leading European private equity firm, with a majority stake in the company with the objective of supporting Marcolin Group's growth through investments in international expansion and the solidification of mid-long term agreements with its licensed brands. In late 2013, Marcolin Group acquired Viva International Group, the second largest eyewear company in the United States, thus increasing its international presence, and balancing its market distribution, brand portfolio and the eyeglass and sunglass proportions of its offering.

In 2014, continuing its strategy of investing in quality, Marcolin Group doubled its Made in Italy in house capacity through the acquisition of a new facility in the heart of Italy's eyewear area for the production of acetate fronts and temples. The introduction of new licensed brands allows Marcolin Group to develop its business together with companies that share its passion for excellence, the attention to product details, and brand values. The expansion of the product offering and international distribution network, partly a result of recent joint ventures and a direct presence in many markets, are part of a mid-long term plan that has enabled the group to record 2015 with double digit growth. As a worldwide solid company, Marcolin Group continued its growth with a turnover of around 450 million euros in 2016.

In 2017, Massimo Renon was appointed Marcolin Group's CEO after operating in the company as Worldwide Commercial General Manager earlier that year. Giovanni Zoppas was appointed Marcolin Group's Executive Vice Chairman after leading the group from January 2012 as CEO. Concurrently, Zoppas was nominated CEO of Thélios, the joint venture between LVMH and Marcolin Group. Marcolin Group registered a turnover of around 470 million euros in 2017.

In 2018, Marcolin further strengthened its international presence by signing a joint venture agreement in Mexico and consolidating its brand portfolio with the signing of an eyewear licensing agreement with Bally and with L Brands for Victoria's Secret and Victoria's Secret PINK sunglass and eyeglass collections.

In January 2019, Marcolin Group and Barton Perreira entered into an exclusive agreement for the broad based international distribution of Barton Perreira sun and optical eyewear starting February 1, 2019. In February 2019, Marcolin Group and Max Mara Fashion Group signed an exclusive worldwide licensing agreement for the design, production and distribution of sunglasses and eyeglass frames for women, under the Sportmax brand.

In June 2019, Giovanni Zoppas left his responsibilities in Marcolin Group, while still remaining as a member of the Board. He moved on to Thélios in the role of CEO and General Manager of the joint venture established by Marcolin with the LVMH Group. In June 2019, Marcolin Group and adidas announced that they had entered into a licensing agreement for eyewear products under the adidas Sport and Originals labels. In July 2019, Marcolin Group boosted its growth in APAC opening a subsidiary in Singapore.

In September 2019, MAX&Co. was added to the brand portfolio of the Marcolin Group. In October 2019, Marcolin Group and the affiliates of The Swatch Group Ltd. Omega SA and Longines Watch Co. Francillon Ltd. entered into a collaboration for the design, production and distribution of OMEGA and Longines eyewear. In November 2019, BMW was added to the Marcolin Group brand portfolio. In December Marcolin Group and GCDS announced an exclusive global partnership for the design, production and distribution of sunglasses and eyeglasses under the GCDS brand for the five-year period 2020 – 2024.

In June 2020, the Board of Directors of Marcolin Group announced the appointment of Fabrizio Curci as the new CEO and General Manager of the company. In July 2020, Marcolin Group and Moncler announced the early renewal of their worldwide eyewear licensing agreement until the end of 2025. In September 2020, the Group announced a licensing agreement for the design, production and worldwide distribution of Max Mara sunglasses and eyeglasses. In October 2020, Marcolin Group further expanded its global presence through the opening of a new branch in Sydney.

In March 2021, Marcolin and Max Mara announced the official launch of their first eyewear collection.

## TIMELINE

### 1961

Following a groundbreaking idea, Giovanni Marcolin founds the "Fabbrica Artigiana" (Artisan's Factory) in the eyewear district of the Cadore area in the Veneto region, which specialized in the making of gold laminated temples for eyewear.

### 1967

Fuelled by success, Marcolin opens a factory and launches its first line of eyewear.

### 1968

The ensuing years are crucial for the overseas development of the company in the United States and European markets through the acquisition of new licenses.

### 1984

Marcolin Group grows significantly, producing one million frames annually.

### 1999

Marcolin Group is listed on the Italian Stock Exchange.

### 2012

Giovanni Zoppas is appointed CEO. PAI Partners completes the acquisition of a majority stake in Marcolin Group, subsequently delisting from the Italian Stock Exchange.

### 2013

Marcolin Group acquires Viva International Group, the second player in the US eyewear sector.

### 2014

Marcolin Group acquires a new manufacturing facility in Fortogona, in the heart of the eyewear district, doubling its in-house Made in Italy production.

### 2015

The company records a double digit growth.

### 2016

Marcolin Group is continuing to further grow, increasing its worldwide presence and consolidating its brands portfolio. The company records a turnover of around 450 million euros.

### 2017

Massimo Renon is appointed Marcolin Group's CEO. Giovanni Zoppas is appointed Marcolin Group's Executive Vice Chairman. Concurrently, Zoppas is nominated CEO of Thélios, the joint venture between LVMH and Marcolin Group. Marcolin Group registers a turnover of around 470 million euros.

### 2018

In 2018, Marcolin Group further strengthens its international presence by signing a joint venture agreement in Mexico and consolidating its brand portfolio with the signing of an eyewear licensing agreement with Bally and with L Brands for Victoria's Secret and Victoria's Secret PINK sunglasses and eyeglass collections.

### 2019

Marcolin Group and Barton Perreira enter into an exclusive agreement for the broad based international distribution of Barton Perreira sun and optical eyewear starting February 1, 2019. Marcolin Group and Max Mara Fashion Group sign an exclusive worldwide licensing agreement for the design, production and distribution of sunglasses and eyeglass frames for women, under the Sportmax brand. Giovanni Zoppas leaves his responsibilities in Marcolin Group, while still remaining as a member of the Board. He moves on to Thélios in the role of CEO and General Manager of the joint venture established by Marcolin with the LVMH Group. Marcolin Group and adidas enter into a licensing agreement for eyewear products under the adidas Sport and Originals labels. Marcolin Group boosts its growth in APAC opening a subsidiary in Singapore. MAX&Co., has been added to the brand portfolio of the

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### 2020

The Board of Directors of Marcolin Group announces the appointment of Fabrizio Curci as new CEO and General Manager of the company starting on June 22, 2020. Marcolin Group and Moncler announce the early renewal of their worldwide licensing agreement until the end of 2025. Marcolin Group and Max Mara announce a licensing agreement for the design, production and worldwide eyewear distribution of Max Mara sunglasses and eyeglasses. Marcolin Group further expands its global presence through the opening of a new branch in Sydney.

### 2021

Marcolin and Max Mara announce the official launch of their first eyewear collection.

# MARCOLIN

EYEWEAR



**BALLY**

BARTON PERREIRA



**DIESEL**

**DSQUARED2**

EMILIO PUCCI

Ermenegildo Zegna

GANT  
EYEWEAR

**GCDS**

**GUESS**

LONGINES®

MAX&Co.

MaxMara

MARCIANO

MONCLER  
LUNETTES

Ω  
OMEGA

SPORTMAX

SWAROVSKI

Timberland 

TODS

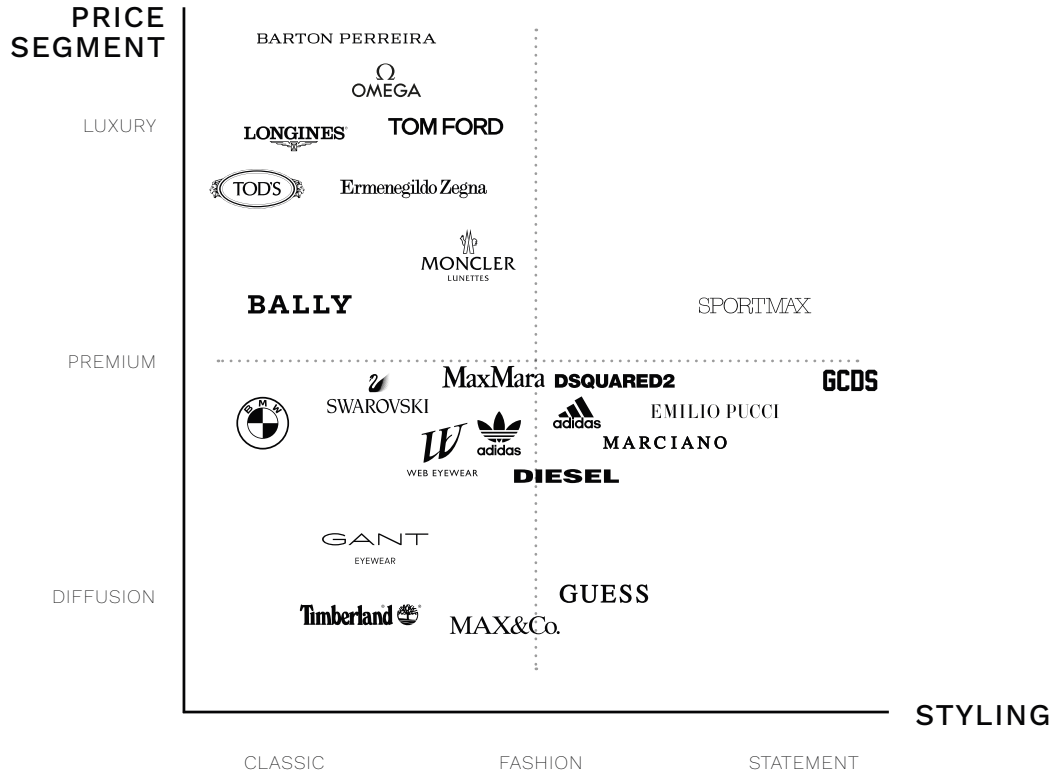
**TOM FORD**

**W**  
WEB EYEWEAR

EUROPEAN SUBSIDIARIES BRAND PORTFOLIO

BRAND DISTRIBUTION SUBJECT TO REGIONAL VARIATION

# PORTFOLIO SEGMENTATION



# MARCOLIN

EYEWEAR



BARTON PERREIRA

**DIESEL**

**DSQUARED2**

GANT  
EYEWEAR

GUESS

MAX&Co.

MaxMara

MONCLER  
LUNETTES

SWAROVSKI

Timberland 



TOM FORD

W  
WEB EYEWEAR







## BRAND PROFILE

The adidas brand has a long history and deep-rooted connection with sport. Everything begins with sport. For adidas Originals, the story is about the intersection of sport and the street. Today, the adidas Originals collection stands for lifestyle and street. Music, art, style and language are as much a part of Originals as the products they make. Times may change, but trefoiled quality will always remain. Originals manifested through culture when the streets adopted the tools of sport. They believe sport has the power to change lives through GAME, LIFE and WORLD.



## EYEWEAR COLLECTION

The Originals collection is loyal to the DNA of the adidas Originals Brand, sharing values of creativity and authenticity. The frames embody the core values of the brand, with classic silhouettes and daring combinations. The adidas Originals eyewear collection is dynamic, playful and innovative, perfect for the young and confident consumer.

## TARGET

Young, informed and self-confident, they are in search of contemporary products which represent their identity. They live in the moment with conviction and stay true to themselves, never afraid to be different and unique.





#### CONSUMER PROFILE

17 – 26 YEARS, MEN AND WOMEN  
IN SEARCH OF UNIQUE PRODUCTS  
INFORMED AND DEMANDING CONSUMER  
FOCUSED ON SPORT, ART, FASHION, BRANDS, CULTURE

#### KEY STRENGTHS

TRENDING PRODUCTS  
UNIQUE AND AUTHENTIC  
ATTENTION TO DETAIL  
SUSTAINABILITY  
BRAND AWARENESS

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## BRAND PROFILE

The adidas brand has a long history and deep-rooted connection with sport. Its broad and diverse sports portfolio has enabled the brand to transcend cultures and become one of the most recognized and iconic global brands, on and off the field of play. The adidas brand's mission is to be the best sports brand in the world, by designing, building and selling the best sports products in the world, with the best service and experience, and in a sustainable way. Driven by a relentless pursuit of innovation as well as decades of accumulating sports science expertise, the adidas brand has developed a truly unique and comprehensive sports offering. They help athletes of all levels to make a difference – in their game, in their lives, in their world. This is anchored in their core belief that, through sport, they have the power to change lives.



## EYEWEAR COLLECTION

Innovative manufacturing techniques combined with high-quality, lightweight materials characterize the adidas Sport eyewear models. These frames are designed to provide a comfortable fit, ensuring the ultimate vision and lens protection. The adidas Sport eyewear collection offers a wide range of sunglass styles perfect for all active sportsmen and women.

## TARGET

Sporty, determined and style-conscious, these are the characteristics of adidas Sport consumers. They are in search of a quality product with specific features and simple, modern design. They love comfort and practicality without sacrificing their look.





#### CONSUMER PROFILE

20-30 YEARS, MEN AND WOMEN  
SPORTY  
MOTIVATED AND FOCUSED ON GOALS  
STYLE-CONSCIOUS

#### KEY STRENGTHS

IN SEARCH OF INNOVATION  
MODERNITY AND TECHNICALITY  
SUSTAINABILITY  
BRAND AWARENESS

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# BARTON PERREIRA



## BRAND PROFILE

Barton Perreira is an independent fashion eyewear brand, launched in 2007 by visionaries Bill Barton and Patty Perreira, that is dedicated to innovation and redefining the industry through unparalleled design, impeccable craftsmanship, and a personal approach to customer relationships. Each frame is handmade in Japan. Barton Perreira is sold at its flagship retail boutiques in New York City, Nashville, Aspen and Kansas City, as well as exclusive optical accounts and finer department stores worldwide.

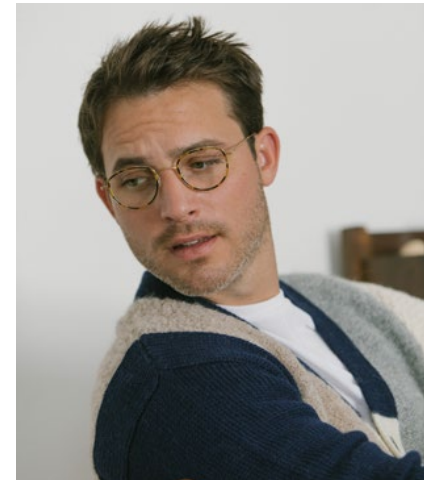


## EYEWEAR COLLECTION

The collection combines modern construction with a vintage aesthetic drawing inspiration from styles across decades. Designer Patty Perreira experiments with shapes, ranging from small to large frames, and round to geometrical lenses, giving individuals the ability to find a frame that fits their unique sense of style.

## TARGET

The collection is intended for both men and women who are fans of great design and craftsmanship.





# BARTON PERREIRA



## CONSUMER PROFILE

+ 25 YEARS, MEN AND WOMEN  
ELEGANT  
SOPHISTICATED  
ATTENTION TO DETAILS  
CLASSIC STYLE

## KEY STRENGTHS

METICULOUSLY ASSEMBLED EYEWEAR  
DESIGNED WITH THE INTENTION TO OUTLAST THE TRENDS  
MADE WITH ONLY THE FINEST MATERIALS  
HANDMADE IN JAPAN

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# GANT

EYEWEAR



## BRAND PROFILE

Gant is a brand established on the East Coast of the US and developed in Europe, where elements of both cultures can be made out. Quality and innovation are the founding values of the brand, the origins of which lie in shirt-making.

Its diffusion across university campuses from the 1950s through today helped make it an Original American Lifestyle Brand, an acknowledgement which still stands to this day. Gant is now a global brand identified with a fully-fledged lifestyle.



## EYEWEAR COLLECTION

The eyewear collection reflects the brand's American casualwear origins, as well as subsequent more sophisticated European influences, offering sunglasses and optical frames that are contemporary and in keeping with current fashions, in a wide variety of colours.

## TARGET

Gant eyewear is aimed at men and women who live an active life and enjoy travelling and who are in search of a quality products with attention to detail. A casual style and refined taste are the common factors uniting the brand's customers.





# GANT

EYEWEAR



## CONSUMER PROFILE

30 YEARS, MEN AND WOMEN

CASUAL STYLE

LOVE TRAVEL

ATTENTION TO DETAIL

IN SEARCH OF A QUALITY PRODUCT

## KEY STRENGTHS

ORIGINAL AMERICAN LIFESTYLE

EUROPEAN TASTE

QUALITY PRODUCT

CONTEMPORARY TOUCH

UNDERSTATED SOPHISTICATION

# GUESS



## BRAND PROFILE

Guess, a global lifestyle brand famous for its iconic ad campaigns and trend setting denim, was established in 1981 by the Marciano brothers. Inspired by European style, the Marciano's redefined denim and changed its perception with their first creation, the "Marilyn" jeans. It was at that moment the Guess label was born and became a symbol of a young, sexy and adventurous lifestyle. The vision of the two brothers has always prompted the brand to push boundaries and remain at the forefront of fashion.



## EYEWEAR COLLECTION

The eyewear collection includes a full range of sunglasses and optical frames that embody the core values of the Guess brand and offer a wide range of timeless, stylish designs. Classic Guess shapes are updated with a modern twist using daring colour combinations and reflective mirrored shades to provide head turning styles to wear all season long.

## TARGET

Men and women, as well as tweens for the kids eyewear range, in search of easy-to-wear frames with fashionable attitude at accessible prices. They identify with the brand's values and are adventurous, daring and self-confident.



# GUESS



## CONSUMER PROFILE

16-35 GIRLS 16-39 GUYS 8-14 TWEENS

YOUNG LIFESTYLE

SEXY

FASHION ADDICTS

ADVENTUROUS

## KEY STRENGTHS

GLOBAL LIFESTYLE BRAND

STYLISH COLLECTIONS

ACCESSIBLE PRICES

WIDE RANGE

EASY-TO-WEAR FRAMES

# MAX&Co.



## BRAND PROFILE

Quality, originality and versatility. These are the key ingredients that have made MAX&Co. one of the leading contemporary fashion brands worldwide and a wardrobe favourite of stylish women. Since 1986, MAX&Co. has been inspiring generations to express their personality through fashion. A style secret passed on from mother to daughter and sister to sister, it has accompanied them as they navigate cultural change and evolve their style, season after season. The secret of its enduring popularity? A relentless commitment to making women look and feel their best in every occasion, from work to play.



## EYEWEAR COLLECTION

The MAX&Co. logo, which alternates straight (MAX) and curved (&Co.) lines, inspires the design of the new MAX&Co. Eyewear Collection. Bold yet feminine and always pleasurable to wear, it is characterised by unexpected combinations of volumes, colours and materials, in a sophisticated play of shapes, tones and textures.

## TARGET

Consumers looking for quality, design and innovation.



# MAX&Co.



## CONSUMER PROFILE

AGELESS LADIES, BEAUTY IS TIMELESS  
FOR MAX&CO. CONSUMERS.

## KEY STRENGTHS

INGENUOUSLY SOPHISTICATED DESIGN  
PERFECT BALANCE BETWEEN ESTHETIC AND FUNCTION  
ATTENTION TO COLOUR, TEXTURE AND DETAIL





# MaxMara



## BRAND PROFILE

MaxMara is the epitome of Italian luxury and style. As a contemporary collection for the confident woman, consisting of opulent fabrications with precious details applied to ready-to-wear, Max Mara pieces embody femininity and craftsmanship. Symbolic for impeccable silhouettes with a timeless sensibility and constructed from the most luxurious fabrics, Max Mara is revered for the classification of the coat, sharp suiting and accessories. Founded in 1951 by the late visionary, Achille Maramotti, Max Mara is now available in 2,378 locations in more than 100 countries. Max Mara Fashion Group counts 9 different brands. The company remains privately held.



## EYEWEAR COLLECTION

In September 2020, Max Mara Fashion Group signed a licensing agreement with Marcolin Group for the design, production and worldwide distribution of Max Mara sunglasses and eyeglasses. Synonymous with style and quality, Max Mara is the expression of the constant search for perfection and balance between material elements, form and color. The first eyewear collection created by Marcolin Group was unveiled and worn at the SS2021 Max Mara fashion show. Geometric shapes, a harmonious dialogue between materials, and chromatic combinations of soft nuances distinguish the brand's frames.

## TARGET

Max Mara collection is dedicated to glamorous chic women who love to rediscover a refined, dynamic and practical look in everyday life.



# MaxMara



## CONSUMER PROFILE

MODERN AND CONTEMPORARY WOMAN WITH A  
SOPHISTICATED AND REFINED IMAGE

LOOK IN LINE WITH TRENDS AND SUITABLE FOR  
THE DIFFERENT OCCASIONS OF MODERN LIFE

## KEY STRENGTHS

HIGH QUALITY

EXPERIMENTATION

INTERNATIONAL SCOPE

MODERNITY AND ELEGANCE

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## BRAND PROFILE

Since 1952, Moncler has cut across customs, habits and cultures with just one garment, the down jacket; a jacket that has always managed to change form while remaining true to itself. Pioneers in outfitting those with a spirit of adventure, Moncler, which first paired technological research with the expertise of mountaineering professionals, is today a men's, women's and children's ready-to-wear and accessories brand.

The name Moncler originates from the abbreviation of Monestier-de-Clermont, the mountain village near Grenoble, France where the brand was founded. Born in the mountains, but living in the city, the brand philosophy is rooted in innovation, performance and style.



## EYEWEAR COLLECTION

Tradition, modernity and technology are the sources of inspiration for Moncler Lunettes, reflecting the brand's values of excellence, high quality and aesthetic functionality. At the beginning of October 2016, Marcolin launched an exclusive Capsule Collection of six Moncler Lunettes styles. During Mido 2017, the entire eyewear collection was presented and it is still growing today: the Mido 2019 is already the fifth collection of the brand which is coherently showing all its develop potential.

## TARGET

Moncler since ever is a timeless iconic brand for a transversal consumer target who appreciates the brand values of genuineness and high quality. The consumer finds in the brand the perfect combination between performance and style as key assets.







#### **CONSUMER PROFILE**

INNOVATIVE AND EXPERIMENTAL SPIRIT  
APPRECIATES THE BRAND VALUE OF GENUINENESS  
IN SEARCH OF A HIGH QUALITY PRODUCT  
SEEKING UNIQUENESS  
COMMITTED AND WITH A HIGH SENSE  
OF RESPONSIBILITY

#### **KEY STRENGTHS**

QUALITY EXCELLENCE  
AUTHENTICITY AND UNIQUENESS  
AMBITIOUS, INNOVATIVE AND SEEKING  
TO SET NEW STANDARDS  
TRADITION, MODERNITY AND TECHNOLOGY  
COMBINATION OF PERFORMANCE AND STYLE

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## BRAND PROFILE

Swarovski creates a more sparkling world and delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, finished products such as jewelry and accessories. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established sustainability agenda.



## EYEWEAR COLLECTION

Swarovski's eyewear collection embodies the perfect balance between femininity and modernity, interpreting the Maison's iconic crystals in eye-catching, contemporary proposals. The quality of the materials used for the frames ensures they are appealing. The eyewear collection sees a wide variety of shapes and a vast range of colours from traditional hues to on-trend nuances.

## TARGET

The Swarovski woman enjoys distinguishing herself with charm and personality. She is up-to-date with all the latest fashion trends and very self-confident; her feminine yet versatile look adapts to every occasion.





**CONSUMER PROFILE**

+25 YEARS, WOMEN  
SELF CONFIDENT  
FOLLOWS FASHION TRENDS  
VERSATILE LOOK  
IN SEARCH OF A QUALITY PRODUCT

**KEY STRENGTHS**

INSPIRED BY JEWELLERY COLLECTIONS  
QUALITY OF THE MATERIALS  
ICONIC SWAROVSKI CRYSTALS  
WIDE VARIETY OF SHAPES AND NUANCES  
EYE-CATCHING SILHOUETTES

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## BRAND PROFILE

Timberland is a world leader in designing and marketing premium quality footwear, clothing and accessories for those who love outdoor life. In developing its products, it is dedicated to providing a contribution of its own to tackling environmental challenges and minimizing the impact on the planet. From the design down to production, including logistics, the company is always on the lookout for new ways to be environmentally sustainable.



## EYEWEAR COLLECTION

Versatile and innovative, the eyewear collection embodies the values of this iconic lifestyle brand, celebrating its heritage. In keeping with the spirit of sustainability, the beating heart of the Timberland culture, the range includes eco-conscious models made by using materials obtained from recycled resources with a reduced environmental impact. The sunglasses and optical frames feature an eye-catching, contemporary design, the result of the brand's ongoing research not only into materials which include renewable bio-plastics, but also into colours. Sophisticated details and exclusive polarized lenses finish the look while boosting the performance of each model.

## TARGET

Timberland eyewear is considered the perfect accessory for those who enjoy the outdoor life, tackling each day with a thirst for adventure and discovering nature while respecting it.





**CONSUMER PROFILE**

+ 30 YEARS, MEN  
OUTDOOR LIFESTYLE  
SEEKS QUALITY AND STYLE  
ADVENTUROUS  
ECO-CONSCIOUS

**KEY STRENGTHS**

HERITAGE AND VALUES OF THE TIMBERLAND BRAND  
INNOVATIVE AND ECO-FRIENDLY MATERIALS  
POLARIZED LENSES  
CONTEMPORARY DESIGN  
SUSTAINABILITY

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## BRAND PROFILE

Tod's has long been synonymous with the highest quality and a contemporary lifestyle: luxury, understated elegance and functionality are featured in every item. This translates into products made with refined leather and the highest craftsmanship skills.

Close to its philosophy, every step involved in making each Tod's item is a small masterpiece of craftsmanship. From cutting the leather to hand-stitching, the aim is to turn out creations with painstaking attention to details.



## EYEWEAR COLLECTION

The eyewear collection reveals a refined modern look: the sunglasses and optical frames represent the perfect union of timeless inspiration and impeccable craftsmanship, giving a new look with a contemporary design. The brand's distinctive cornerstones are a byword for tradition and excellence; they are definitive of the unique Italian style featured in each new model.

## TARGET

Men and women whose elegant yet understated refinement ensures they stand out; individuals in search of timeless luxury icons.





**CONSUMER PROFILE**

+ 25 YEARS, MEN AND WOMEN

REFINED

ELEGANT

IMPECCABLE TASTE

RESEARCH PRODUCTS OF THE VERY HIGHEST QUALITY

**KEY STRENGTHS**

UNIQUE ITALIAN STYLE

TRADITION AND EXCELLENCE

CRAFTSMANSHIP

TIMELESS ELEGANCE

PREMIUM-QUALITY MATERIALS



# TOM FORD



## BRAND PROFILE

A natural trendsetter, Tom Ford is the only designer who reaches the aspirational corner even carrying a classic and essential style. The brand brings innovation through refined materials and techniques without targeting a specific age, but focusing on whoever wants to look elegant, with a provocative edge. Sophisticated charm, chic minimalism and unparalleled craftsmanship define Tom Ford.



## EYEWEAR COLLECTION

The soul of the brand is reflected in the eyewear collection which is not identified by the presence of particularly flashy details, but it is recognizable by exclusive design, painstaking attention to details, innovative combination of different materials and pursuit of a classy range of colors. The product is inspired from the past and it is presented in a contemporary way to create a timeless design. Classic shapes adopt surprising structures, minimalist silhouettes are paired with original elements, soft shades alternate with bold colours, for a unique and amazing result.

## TARGET

The eyewear collection is aimed to ladies and gentleman with a confident personality and refined taste, who look for sophisticated and exclusive luxury items. They are aware of trends, but consider quality, authenticity and attention to details more important than a logo or being fashionable.





# TOM FORD



## CONSUMER PROFILE

+ 25 YEARS, WOMEN  
+ 30 YEARS, MEN  
TRENDSETTER  
SELF-CONFIDENT  
SOPHISTICATED AND ELEGANT  
PROVOCATIVE AND SENSUAL LOOK

## KEY STRENGTHS

TIMELESS STYLE  
MINIMALIST DESIGN  
ATTENTION TO DETAILS  
QUALITATIVE MATERIALS  
INNOVATIVE AND EXCLUSIVE FEATURES  
"T" LOGO DECORATION

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# W

WEB EYEWEAR



## BRAND PROFILE

Web Eyewear has evolved over the course of the years to interpret fashion's more on-trend, never forgetting its history. The brand offers an eyewear collection designed in keeping with the latest technological standards while maintaining timeless allure.



## EYEWEAR COLLECTION

The collection sees sunglasses and optical frames with vintage accents and a contemporary attitude. The products refer to the iconic brand's style heritage while giving it a modern take. The result is new, while keeping its timeless style.

## TARGET

Web Eyewear men and women are dynamic and self confident protagonists: they are in search of modern accessories with timeless appeal.





WEB EYEWEAR



#### CONSUMER PROFILE

25-38 YEARS, MEN AND WOMEN

DYNAMIC

SELF CONFIDENT

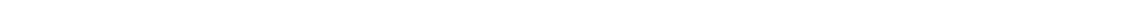
PROTAGONIST

#### KEY STRENGTHS

EASY-TO-WEAR

VINTAGE ACCENTS AND CONTEMPORARY ATTITUDE

TRADITION



**MARCOLIN SPA**

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