

MARCOLIN
EYEWEAR



MARCELO BURLON
COUNTY OF MILAN

MARCOLIN PRESENTS A NEW PROJECT WITH MARCELO BURLON COUNTY OF MILAN

Marcolin, consistent with its special consideration for the young and urban universe, pays tribute to its avant-garde spirit presenting a new exciting project with Marcelo Burlon County of Milan.

The worldwide leading eyewear company and one of today's most versatile and influential designers join forces to create a brand-new eyewear collection that perfectly combines tradition and modernity, know-how and innovative design.

County of Milan represents a multi-cultural blend of fashion, music, sport and nightlife: a global lifestyle phenomenon that celebrates diversity and stylistic contamination. A striking visual universe with a futuristic imprint, and yet rooted in the appealing and evocative Argentinian iconography, that has charmed thousands of consumers around the world, giving rise to a real, international community.

"Having the chance to work with a talent like Marcelo – Giovanni Zoppas, CEO of Marcolin, said - is an opportunity to open a window on the future: this is why we took this challenge and we are happy to have done so. And the story is just at the beginning..."

"Marcolin is an eyewear expert and an Italian excellence, so working together was a natural choice - a perfect fusion of experiments and traditions, exactly like my vision when I created County of Milan" stated Marcelo Burlon.

The core values of both companies are epitomized by three exclusive styles that feature premium quality materials, original patterns and handmade details. Each eyepiece will be offered in a unique packaging that recalls the brand's iconic logo, including a prestigious leather case and the respective cloth, available in black or in a signature pixel texture. A rubber lace has also been designed to add a sporty vibe to the proposals.

The three styles will make their first appearance during Marcelo Burlon County of Milan's fashion show tonight and will be distributed worldwide in the most exclusive department stores and boutiques starting from June 2015.

Madre Tierra Leather

These exclusive and modern sunglasses amaze with their easy-to-wear appeal and their characteristic square-shaped silhouette. The innovative design of the frame is due to the refined combination of the materials and the extreme attention to details. The acetate structure is entirely covered by genuine, matte black leather and finished off by unique hand-stitched details and metal inserts, which highlight both the front and the temples, adding a fresh and young vibe to the whole look.

Madre Tierra Pixel

Essential lines and captivating details liven these polished, square-shaped frames up. The black acetate silhouette contrasts with the exclusive white-gradient, pixel texture that embellishes the internal side of the temples, recalling one of the brand's signature patterns.

A shiny metal clip-on with flash, gold lenses marks the ultimate glamorous touch representing the perfect addition to the accessory, ideal for the unconventional consumers who constantly seek for unique and contemporary items.

Madre Tierra All Black

The square front of the proposal revisits a classic shape with a fresh, stylish twist, through the metallic clip-on that originates a modern double-bridge structure. Its shiny profiles embrace bold, gold flesh lenses that stand out on the black acetate frames. Metal details, such as the iconic logo of the brand, adorn the temples and the front, for a perfectly balanced result of sophistication and urban appeal.

Contacts for Marcolin

Serena Valente
Worldwide Head of Communication
+39 02 76387611
svalente@marcolin.com

Contacts for Marcelo Burlon County of Milan

Sidney Geubelle

sidney@countyofmilan.com