

**PRESS RELEASE**

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**Emilio Pucci and Marcolin Sign a Worldwide Exclusive License Agreement for the eyewear category**

*Longarone (Belluno), 10<sup>th</sup> June 2014*

Marcolin Group and Emilio Pucci announce having reached the worldwide exclusive license agreement for the design, production and distribution of sunglasses and eyeglasses for Emilio Pucci, the timeless fashion brand synonymous with luxury, color, design and "joie de vivre", represented in its famous prints, innovative silhouette and fabrics that go beyond seasonal trends, for more than 60 years.

The license, effective January 2015 with the launch of the first sunglasses collection, will have the duration of five years, renewable. The eyewear release will speak to an extremely feminine woman, embracing radiant and refined aesthetics and a luxury lifestyle in which creativity and minimalism will come together.

Giovanni Zoppas, CEO of Marcolin Group, says: *"We are very pleased to include Emilio Pucci in our licensing portfolio, a brand with a unique and extraordinary heritage, iconic and with a great and long-standing tradition. In common we have the high affinity for the attention to the product and to the brand codes and values: these elements let us successfully face a more and more challenging market. Our product offering including Emilio Pucci will provide additional quality to the women's universe that we address".*

Maurizio Marcolin, Style & Licensing Officer of Marcolin Group, affirms: *"Emilio Pucci has been a worldwide pioneer in Italian fashion, and still now the Maison amazes with the exclusivity and originality of its creations. This is another reason why we are enthusiastic about starting this new and exciting adventure. We will make available our know-how in order to guarantee a product consistent with the unmistakable Pucci style through up-to-date design, materials and colors".*

Laudomia Pucci, CEO of Emilio Pucci, declares: *"We're enthusiastic to work with Marcolin Group. Both companies are bearers of Italian values and able to interpret with creativity and innovation the heritage and patrimony of which they are international witnesses. The continuous research of innovative materials, design and quality represent the great asset of this partnership.*

*The agreement allows the product reinforcement in its global dimension, aiming to grow in traditional and new markets following the Pucci brand solidification and expansion".*

## **MARCOLIN GROUP**

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 5.5 million eyeglasses with more than 700 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: 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.

## **EMILIO PUCCI**

The Emilio Pucci Maison was founded in 1947 by the Marquis Emilio Pucci, a dashing Florentine aristocrat, began his fashion career unexpectedly on the slopes of Zermatt in 1947 when the photo of a revolutionary ski suit he designed for a female friend found its way to the pages of Harper's Bazaar.

A brilliant colorist, he drew inspiration from nature, architecture and exotic cultures to create his signature prints, infusions of kaleidoscopic colors in graphic, abstract patterns. With his bold, new designs and radical approach to fashion he soon became a fashion phenomenon, crowned "The Prince of Prints" by the international fashion press. His trailblazing vision continues to reverberate to this day.

In the 1990's, Emilio Pucci's daughter, Laudomia, took the reins of the family business and in April of 2000, formed an alliance between the Pucci family and LVMH, with the French luxury group acquiring 67% of the capital. Backed by the Group, the brand has since embarked upon a rapid expansion and now has a global network of over 50 monobrand stores worldwide, with a strong historical presence in USA and a growing presence in new markets. The brand is headquartered in the historic centre of Florence in the Pucci family's Renaissance-era Palazzo, which is also the inspiration behind Pucci's new store concept created by architect Joseph Dirand.

Not limited to ready-to-wear the Emilio Pucci universe, has always extended beyond fashion to include lifestyle, design and of course, eyewear.

Today, Creative and Artistic Director, Peter Dundas, carries on the trailblazing vision and love affair with Italian craftsmanship, luxury, colour and design that began over six decades ago.

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