



FOR IMMEDIATE RELEASE

**Marcolin and Moncler:
signed a worldwide exclusive license agreement for
the eyewear category**

Longarone (Belluno), 22nd September 2015

Marcolin Group and Moncler S.p.A. announce today the signing of a worldwide exclusive license agreement for the design, production and distribution of men's and women's sunglasses and eyeglasses, as well as ski masks for men, women and children branded Moncler.

Moncler, a leading luxury brand, synonymous with *duvet par excellence*, joins Marcolin, a leading company for eyewear distinguished for its ability to successfully combine Italian craftsmanship with the DNA of each brand, to create a unique eyewear collection: high-quality excellence, innovation and experimentation will distinguish each sunglass and optical style. The frames will combine, in perfect balance, aesthetic functionality and techno research, evoking the iconic elements of Moncler's timeless style.

The license will be effective from January 2016 until December 2020, with the possibility of a renewal for an additional five years. The launch of the first eyewear collection is expected by March 2016.

Giovanni Zoppas, CEO Marcolin Group, commented: *"Moncler is a worldwide brand, unique and very appealing. The partnership with Moncler will give Marcolin the opportunity to target those consumers who are passionate about Moncler's innovative product offerings."*

Remo Ruffini, Moncler Chairman and CEO, declared: *"I'm very pleased about the agreement signed with Marcolin, one of the worldwide leading companies in the eyewear industry. The partnership with Marcolin will allow us to develop globally the eyewear business consistent with our values of uniqueness, quality and selectiveness that distinguish our brand; a further important step to continue to create value to Moncler brand"*.

MARCOLIN GROUP

Marcolin, 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 DNA of each brand.

The brand portfolio includes: Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, 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.

In 2014, the company sold about 14,3 million eyeglasses.

www.marcolin.com

MONCLER

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

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