

PRESS RELEASE

**MONCLER LUNETTES
PREVIEW**

Following its recent license agreement with Marcolin, Moncler is presenting an exclusive preview of six Moncler Lunettes branded sunglasses models.

Tradition, contemporaneity and technology: these are the elements that characterized an impeccable eyewear collection, like the style of Moncler, since 1952 has gone through customs, habits and cultures with an item of clothing, the down jacket, that has been able to change shape remaining faithful to itself.

Giovanni Zoppas, CEO Marcolin Group, affirmed: *"Marcolin is a worldwide leading company in the eyewear industry and Moncler is synonymous with duvet par excellence. Two successful histories that in common have high-attention to detail as well as to the brand's uniqueness and quality codes and values. This partnership enables us to target those consumers who are looking for a distinctive, valuable and Made in Italy product through an accurate and extremely selected distribution in order to emphasize the exclusivity that is the core of the collection. With Moncler, Marcolin has strengthened its positioning in the luxury segment."*

Remo Ruffini, Moncler Chairman & CEO declared: *"The strong cultural affinity between Moncler and Marcolin, two businesses which today represent Italian excellence, has made it possible to accept this new challenge with true determination. In doing so we have worked on a Moncler Lunettes collection in perfect keeping with the respective brand values. Research, tradition and attention to detail combined with outstanding Italian manufacturing guarantee eyewear products of the very highest quality."*

The new models will be available worldwide at Moncler boutiques, the most exclusive department stores, concept stores and select opticians beginning in October 2016.

These new sunglasses elevate the brand values, synonymous of the down jacket for excellence: top quality contents, innovation and experimentation, merging aesthetic functionality and technological research with the iconic design elements of the brand's timeless style.

Inspired by classic seventies ski goggle shapes, the acetate ML0001 and the more feminine ML0002 models stand out for an embossed metal logo on the frame front and for little details on the temples that recall the effect of the "boudin" manufacturing distinctive of the Moncler down jacket.

The acetate men's ML0003 and unisex ML0004 frames spotlight retro style with removable leather side shields. Aerodynamic temples have the prototypical look of high altitude goggles. They will be available in contrasting black and red, brown and yellow, deep blue and light blue, and black tone on tone colour combinations, with polarized or mirrored lenses.

The design is refined on the iconic round shape on the quintessentially feminine ML0005 frame and on the squared silhouette of the unisex ML0006. The soft volumes of the two acetate styles recall the light and airy effect of the duvet, the soul of the 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, Moncler, 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, Savvy, Marcolin, National and Web.

In 2015, 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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