

## SWAROVSKI RENEWS GLOBAL EYEWEAR LICENSING AGREEMENT WITH MARCOLIN GROUP

**Longarone (Italy), December 5, 2017 – Swarovski has renewed its global eyewear license with Marcolin Group, which will continue to design, produce and distribute Swarovski and Atelier Swarovski branded sunglasses and optical frames.**

Building on a successful partnership which began in 2011 with the launch of the first eyewear collection, Swarovski has renewed its exclusive global eyewear license with Marcolin Group for another five years (Jan. 1, 2019 – Dec. 31, 2023). Marcolin Group, one of the world's leading eyewear manufacturers, will be responsible for the design, production and distribution of Swarovski and Atelier Swarovski collections of sunglasses and eyeglasses.

Nadja Swarovski, Member of the Swarovski Executive Board, commented: *"We are delighted to renew our agreement with Marcolin Group. Throughout our collaboration Marcolin Group has translated our vision into stunning eyewear pieces, showing true understanding of our brand DNA. We look forward to seeing our partnership grow and develop in the coming years."*

Massimo Renon, CEO Marcolin Group, affirmed: *"This renewal agreement highlights the willingness of both companies to develop a long-term strategy for the further growth and internationalization of the brand, where the Marcolin Group styles today are the epitome of the Swarovski savoir faire. Swarovski's excellence in terms of craftsmanship and creativity in the use of high-quality crystals, genuine gemstones and created stones, together with Marcolin Group's expertise, are consolidated in a unified way."*

Swarovski Eyewear collections offer a wide range of sunglasses and optical styles. Iconic and masterfully crafted with a touch of glamour, they amplify sparkling individuality and modern femininity.

**For more information, please contact:**

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**Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

**Marcolin Group**

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. The brand portfolio includes: Tom Ford, Balenciaga, Moncler, Ermenegildo Zegna, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, Dsquared2, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Guess, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Bongo, Candie's, Rampage, Viva, Marcolin and Web. In 2016, the company sold about 14 million eyeglasses.

[www.marcolin.com](http://www.marcolin.com)