

## **MARCOLIN STRENGTHENS ITS PRESENCE IN THE NORDIC MARKET OPENING A BRANCH IN SWEDEN**

Longarone (Italy) 24<sup>th</sup> February 2015 - Marcolin SpA, a worldwide leading eyewear company, as part of its international development process with direct access to the control of individual markets, announces the opening of a branch in Sweden, based in Frösundaviks (Stockholm). This branch, named Marcolin Nordic operating from the end of February 2015, has been established in order to oversee the market of Nordic Countries (Denmark, Finland, Norway, Iceland and Sweden) in a more controlled and focused way and distribute all the brands in the portfolio.

Valerio Giacobbi, General Manager of Sales, Marketing and Business Strategies of Marcolin, declared: *"The decision to establish a branch in Sweden comes from the potentials of the Nordic market and the relevance that the optical segment has for us and for this area. The wide range coverage of our offer and the direct control will allow us to respond optimally to the needs of the market and strengthen our partnerships with local customers".*

### **About Marcolin**

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 December 2013, Marcolin finalized the acquisition of Viva International Group significantly strengthening its brands portfolio and the distribution structure, particularly in the U.S.

In 2014, the company sold about 14,3 million eyeglasses with more than 1450 models.

Currently the company portfolio of brands 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.

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