

Ermenegildo Zegna Group have announced a licensing agreement giving Marcolin Group exclusive rights for the worldwide production and distribution of eyewear for the brands Ermenegildo Zegna and Agnona.

The agreement applies to the overall brands' portfolio strategy; it marks the official debut of Agnona – since January 2013 under the creative direction of Stefano Pilati – in the luxury eyewear segment, 'creating a synergy with the other product categories'.

Both licensing agreement have a ten-year duration and the launch of the first collections is expected for January 2015. In 2012, Marcolin sold about 5.5m eyewear products with more than 700 models.

The portfolio of brands under license includes: Tom Ford, Balenciaga, Montblanc, Roberto Cavalli, Tods, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland.



A SHARED PASSION FOR EXCELLENCE

Giovanni Zoppas, CEO Marcolin Group, said: "We have in common the same passion for excellence that also characterises our Atelier approach, from design to production, and we will meet significant and challenging goals. Ermenegildo Zegna and Marcolin sign licensing agreement

[Left: Ermenegildo Zegna celebrated 100 years of excellence in 2010.]

"This partnership represents a step together in Marcolin's development plan, strongly supported by PAI Partners, strengthening and enriching the brands' portfolio, adding a leading brand that is among the most well-known and desired in the world such as Ermenegildo Zegna, expanding and contextualizing the feminine offer and boosting the Agnona contemporary side".

Gildo Zegna, CEO of the Ermenegildo Zegna Group added: "The ability of Marcolin to interpret in an innovative and creative way the characteristics and peculiarities of the brands' styles has impressed us. I am convinced that this approach will succeed in creating a precise signature for our eyewear collection in line with the evolution of style and image that Stefano Pilati is designing for both Ermenegildo Zegna Couture and Agnona.

"I am certain that from this mutual collaboration and sharing of values both groups will obtain great satisfaction and will contribute to strengthening the image o Italian excellence in the world."