Max&Co. signs eyewear licence deal with Marcolin

By Edoardo Meliado - 29 September 2019

After Sportmax, Italian eyewear group Marcolin has inked a licence deal for another label owned by the Max Mara group, Max&Co., whose eyewear collections Marcolin will manage worldwide for the 2020-2024 period.

The eyewear group led by CEO Massimo Renon will take care of the production and distribution of women’s sunglasses and eyeglasses for Max&Co. The collection will première at selected opticians and Max&Co. stores next year.

“Our partnership with Marcolin is a significant step in the evolution of Max&Co. Together, we will develop design-driven eyewear, with the same attention to materials and details found in our ready-to-wear collections,” said Elia Maramotti, Max&Co.’s brand director.

The new eyewear line developed by Marcolin will be distinctive for its “lightweight frames in a rich colour palette with signature brand detailing. Silhouettes range from creatively reinterpreted classics to dynamic contemporary styles for the fashion-forward,” said Max&Co. in a press release.

The deal was signed at a time when Max&Co. is undergoing a genuine transformation. At the recent Milan Fashion Week, the label presented a new visual image and a new design direction.
With Max&Co., Marcolin has further strengthened its position in the women’s eyewear segment. The Italian group currently has in its portfolio labels like Tom Ford, Bally, Moncler, Zegna, Victoria’s Secret, Roberto Cavalli, Tod’s, Emilio Pucci and Swarovski. In 2018, Marcolin sold approximately 14.6 million pairs of glasses, generating a revenue of €482.2 million, up from €469 million in 2017.

By Edoardo Meliado
Translated by Nicola Mira