

PRESS RELEASE

**MONCLER LUNETTES
PREVIEW**

Following its recent license agreement with Marcolin, Moncler is presenting an exclusive preview of six Moncler Lunettes branded sunglass 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: *"The partnership with Moncler enables Marcolin to enhance its portfolio with a worldwide renown brand whose products, uniqueness and characterization represent a strength asset. These values, combined with Made in Italy quality, create the exclusivity that end consumers worldwide are looking for today. Marcolin painstakingly interpreted the brand DNA to offer its customers new, unique and preminent products."*

Remo Ruffini, Moncler Chairman & CEO, declared: *"Marcolin's values represent the contemporary international approach and creativity that underpin the DNA of Moncler. I wholeheartedly believe in this new partnership which we have established with Marcolin. It will allow us to take innovation and creativity into the world of eyewear. Designed for urban use as well as the most exclusive high altitude locations, the models from the Moncler Lunettes collection, made entirely in Italy, are all united by coherence and precision, by function and aesthetics. They are models that encompass the very essence of the Moncler brand's most iconic features and the expertise of a leader in the eyewear sector."*

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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