

MIDO 2020
FW20 EYEWEAR TRENDS

DIESEL EYEWEAR



DL0319

A rock spirit defines this wraparound style, a half rim shape in acetate and metal that creates an interesting contrast pattern. The lenses extend to the sides of the frame, ensuring maximum coverage; the temples, trimmed with the "Diesel" logo, feature acetate end tips with an iconic motif engraved on metal. The shape evokes Diesel's industrial style for a futuristic, exclusive look enhanced by combinations of contrasting hues.



DL0322

Geometric pilot wraparound frame with a rock soul, made entirely of acetate, with lenses that extend up to the edge, for a bold, contemporary look. The temples are personalised with diagonal metal inserts that evoke Diesel's industrial style and add personality to the frame.

GUESS EYEWEAR



GU7697-S

A glamour attitude and lively colour palette animate this generously proportioned round women's frame with metal bridge, complemented by bright touches of colour that create an alluring,

dynamic design with the lenses. The front features a double metal contour, while the lenses are embellished with colourful glitter to match the front enamelled details forming the Guess logo for a sparkling look.

SWAROVSKI EYEWEAR



SK0280

Taking inspiration from the light spectrum of crystal, rainbow Swarovski crystal detailing travels through the minimalist round metal frame to add a happy pop of color to a summertime look.



SK5366

A rectangular, chic model embellished with a playful rainbow touch of colour. The on-trend acetate and metal mix is accentuated with shimmering Swarovski crystal detailing in bright tones.

TOD'S EYEWEAR



TO0275

Women's acetate frame featuring an ample round, slightly cat-eye shape, trimmed with the iconic leather stitching across the top edge of the temples.



TO0278

A slightly squared frame featuring a distinctive double metal layer front and top metal bar as the bridge. The metal temples are enhanced by the iconic leather weave.

TOM FORD EYEWEAR



FT0764 – Sabrina

Oversized and square shaped, clear coloured acetate in a vintage mood, with the iconic 'T' logo on the front and thin, elegant temples. This model was selected as the women's sunglasses ad style for the Autumn/Winter 2020-2021 collection.



FT0711 – Fausto

A square-shaped, sleek frame with the 'T' logo on the front and thick temples. This iconic model was selected as the men's sunglass ad style for the Autumn/Winter 2020-2021 collection.

Marcolin Group

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, continuous innovation and a unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, adidas Badge of Sport, adidas Originals, Bally, Moncler, Sportmax, Ermenegildo Zegna, Longines, OMEGA, GCDS, Victoria's Secret, Victoria's Secret PINK, Roberto Cavalli, Atelier Swarovski, Barton Perreira, Tod's, Emilio Pucci, BMW, Swarovski, Dsquared2, Guess, MAX&Co., Diesel, Just Cavalli, Covergirl, Kenneth Cole, Timberland, Gant, Harley-Davidson, Marciano, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2018, the company sold about 14,6 million eyeglasses.

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