

Marcolin and GCDS renew global licensing agreement



Marcolin, a worldwide leading group in eyewear, and Italian new luxury brand GCDS have announced the early renewal of the exclusive global licensing agreement for the design, manufacturing and distribution of the brand's sunglasses and optical frames.

The partnership between Marcolin and GCDS started in 2019 when the brand, founded in 2015 thanks to the vision of brothers Giuliano and Giordano Calza, decided to enter the world of eyewear, this broadening its accessories range.

The collections designed by Marcolin reflect GCDS distinctive aesthetic codes, characterized by irony, experimentation and street style. In the eyewear offered, great attention to detail and impeccable quality blend together with sporty lines, technical materials and a vibrant color palette. Unique and modern shapes alternate with sporty-inspired oversize shield designs enhanced by the brand's logo presented in a maxi version.

The agreement extends the synergy and the existing relationship between the two companies until December 31, 2028.