

# Marcolin presents new MCM Eyewear collection at Everrich Duty Free in Taiwan



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A new MCM Eyewear capsule collection has reached Taiwan and is brightening up the Everrich shops across the country.

The luxury fashion brand presents sunglasses crafted by Marcolin, a global leader in the eyewear industry, tailored for ambitious, forward-looking individuals of all ages and genders. MCM Eyewear styles share a story of innovation, pushing boundaries and evolving stylistic codes to explore new horizons.

This collection is a stunning blend of traditional craftsmanship and futuristic design, characterized by refined aesthetics and undeniable charm. Drawing inspiration from the brand's rich heritage in luggage manufacturing, the frames showcase elegant details that feature meticulous construction. Iconic elements such as metal pins, angular inserts, and a modern take on the brand's signature Laurel logo add a touch of flair and sophistication, infusing the frames with a fresh sense of glamour.

Everrich Duty Free Shop has partnered with MCM to open boutiques, offering carefully selected luxury products. This collaboration highlights the shared commitment to luxury, innovative retail and the consumer experience. Boutiques can be found in the Taoyuan, Taichung, and Songshan International Airports, the Shuitou Port shopping area and at the Golden Lake Plaza on Kinmen Island, the charming duty free shop for cruise passengers at Keelung Port, and the exclusive Neihu flagship store in Downtown Taipei.



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See below for a breakdown of the collection:

#### **MW0007**

A new acetate silhouette that recalls the stylistic purity and understatement of the Bauhaus movement. The sleek frame is enhanced by a wealth of metal elements on the front and temples, inspired by the brand's luggage corner protectors.

#### **MW0008**

Square navigator silhouette with a metal front, double bridge and acetate temples. This sophisticated and timeless look adds a distinctive touch of contemporary luxury. The front is enriched with metal elements inspired by iconic brand details. The slim temples feature the MCM lettering logo.

#### **MW0012**

A reflection of the times. Traveling between past and future, these sunglasses bring to the present the combination of a slim, rectangular metal front and bold acetate temples. A metal enameled plaque on the side reproduces a maxi ridge detail of the Laurel logo.

#### **MW0014**

A square shape with strong, contemporary lines. These sunglasses feature the brand's iconic pins and an embossed maxi detail of the Laurel logo on the temples, giving the style great charisma and a distinctive personality.