

Max Mara Eyewear inaugurates partnership with MSC Cruises



Max Mara Eyewear's Travel collection

[Max Mara Eyewear](#) has inaugurated its new partnership with [MSC Cruises](#), dedicating its collections of sunglasses produced by Marcolin "to people who love to explore beauty and share a passion for luxury and innovation."

According to the company, "Max Mara Eyewear's Travel collection will be available aboard MSC Euribia, MSC Cruises' newest ship that combines sustainability and artistic creativity; on MSC Bellissima, which transports innovation and entertainment towards exceptional and dynamic experiences; and in the boutique on the amazing promenade of MSC Virtuosa, a ship conceived with great attention to technological research.

"Art and design inspire styles that express the character of modern femininity through stunning, oversized silhouettes made of acetate and metal (MM0006, MM0040, MM0060, MM0062, MM0063, MM0067).

"Refinement and comfort accompany the journey of the contemporary woman through dynamic,

trendy, and sophisticated frames (MM0024, MM0051, MM0058, MM0073). On board MSC Cruises ships, Max Mara also presents iconic frames that celebrate the brand's personality and are embellished with distinctive elements of style (MM0030, MM0035, MM0036, MM0056, MM0064)."