

# MARCOLIN

TOD'S  
EYEWEAR

**242 BRAND & PRODUCT PRESENTATION**

Marcolin Spa

i.v. | Cod. Fiscale e Nr. di iscrizione al Registro Imprese: BL 01774690273 | R.E.A. 64334 Belluno Part.  
IVA 00298010257 | T. +39 Sede Sociale e Uffici Amministrativi: Zona Industriale Villanova, 4 – 32013 Longarone (BL) – Italy  
Cap. Soc.: € 35.902.749,82 0437 777111 | [www.marcolin.com](http://www.marcolin.com)

- 1. Brand Identity hallmarks**
- 2. Brand News**
- 3. Trends**
- 4. The Eyewear Collection (Pills and key messages)**
- 5. Technical Features**
- 6. PR Styles**
- 7. PR Images**
- 8. Release overview**
- 9. ADV - Visibility – Packaging**
- 10. Product sheets**

# 1. Brand Identity hallmarks

# 1. Brand Identity hallmarks

## BRAND MILESTONES



Creation and launch of the **Tod's Brand**



Tod's Spa is listed on the MTA organized and managed by Borsa Italiana Spa

1970

1983

1998

2000

Mr **Diego Della Valle** transforms his grandfather's family business (cobble) into an industrial company – *Calzaturificio Della Valle Spa*



Opening of the Group's Production Site at **Sant' Elpidio a Mare** (Marche Region, centre of Italy)

**TOD'S** s.p.a.

1. Brand Identity hallmarks
2. **Brand News**

# Brand news

## Palm Angels x Tod's

Palm Angels reinterprets the iconic Tod's Tabs Sneakers, giving life to a unique model that combines the stylistic codes and DNAs of both brands. The sneaker is characterised by two iconic elements: the palm in either black or gold leather that recalls the West Coast spirit of Palm Angels, and the unmistakable gommini on the heel, evoking Tod's craftsmanship, uniqueness, and Italian lifestyle.



1. Brand Identity hallmarks
2. Brand News
- 3. Trends**

# Trend for eyewear



W&B Original CNDu/Plata



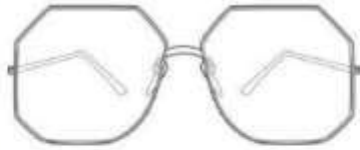
W&B Studio

THE FUTURE-  
CLASSIC FRAME



TO0381

# Trend for eyewear



WGSN Original CADu/Flare



## THE GEOMETRIC FRAME



TO0374

# Trend for eyewear



## THE CAT-EYES



**TO0373**

1. Brand Identity hallmarks
2. Brand News
3. Trends
4. **The Eyewear Collection (Pills and key messages)**

# The Eyewear Collection (Pills and key messages)

**ICONIC**



**1** *Scooby Doo.* Refined leather plait for a very modern look.

**2** *Kate concept.* Chain detail coming from bags collection.

**TIMELESS**



**3** *T-Concept.* Stylish and trendy trademark.

**4** *Vintage.* Retro inspiration styles with a modern design.



# Price pyramid



*Top styles with Scooby Doo  
Leather inserts*



*More fashion styles with T  
iconic elements*



*Classic and elegant styles*



# Best Sellers (Top 10)



1 TO0363 Rel. 234



2 TO0368 Rel. 234



3 TO0369 Rel. 234



4 TO0370 Rel. 234



5 TO0367 Rel. 234



6 TO0362-H Rel. 232



7 TO0366 Rel. 234



8 TO0351 Rel. 224



9 TO0352 Rel. 221



10 TO0310 Rel. 204



1 TO5272 Rel. 214



2 TO5283 Rel. 221



3 TO5258 Rel. 211



4 TO5270 Rel. 214



5 TO5264 Rel. 214



6 TO5291 Rel. 231



7 TO5259 Rel. 211



8 TO5271 Rel. 214



9 TO5285 Rel. 224



10 TO5295 Rel. 231



# Must have



**TO0378**

**Scooby Doo Concept**  
**Trendy shape**



**TO0373**

**T-Concept**  
**Trendy shape**



**TO0372 & TO5306**

**T-Concept**  
**Bold acetate profile**



1. Brand Identity hallmarks
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3. Trends
4. The Eyewear Collection (Pills and key messages)
5. **Technical Features**

# Technical Features



*New metal hinges with T-metal logo*



*T Concept Design*

1. Brand Identity hallmarks
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3. Trends
4. The Eyewear Collection (Pills and key messages)
5. Technical Features
6. **PR Styles**
7. **PR Images**

# PR Styles \_ Sun



**TO0375**



**TO0377**



**TO0378**



**TO0379**



**TO0373**



**TO0374**



**TO0372**



**TO0376**

# PR Styles \_ Optical



**TO5308**



**TO5311**



**TO5307**



**TO5306**



**TO5309**

# PR Images



TO0381

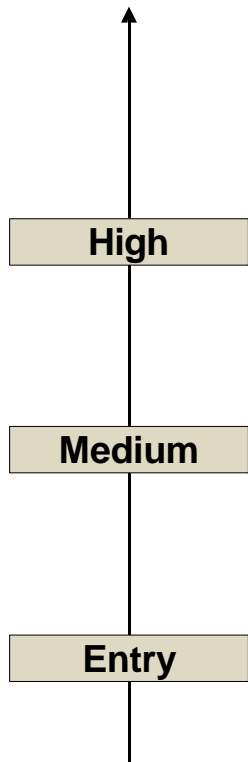


TO0378

1. Brand Identity hallmarks
2. Brand News
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4. The Eyewear Collection (Pills and key messages)
5. Technical Features
6. PR Styles
7. PR Images
- 8. Release overview**

# Sun 242

**9 Styles**  
55% Acetate  
45% Metal



**TO0375**



**TO0377**



**TO0378**



**TO0379**



**TO0372**



**TO0373**



**TO0374**



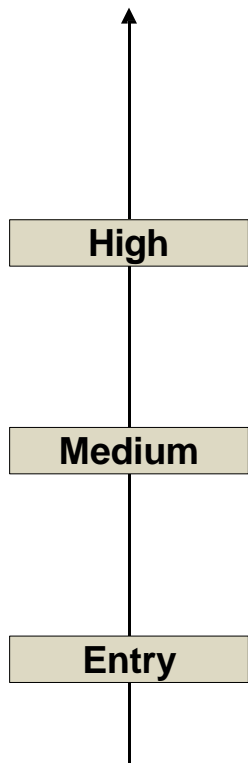
**TO0381**



**TO0376**

# Optical 242

**6 Styles**  
66% Acetate  
34% Metal



**TO5308**



**TO5311**



**TO5307**



**TO5306**



**TO5309**



**TO5310**

1. Brand Identity hallmarks
2. Brand News
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5. Technical Features
6. PR Styles
7. PR Images
8. Release overview
9. **ADV - Visibility – Packaging**

# ADV - Visibility – Packaging



Packaging – big and small

Folder case

1. Brand Identity hallmarks
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4. The Eyewear Collection (Pills and key messages)
5. Technical Features
6. PR Styles
7. PR Images
8. Release overview
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Sales Arguments

Oval style with very bold profile with modern geometric shape.

T large metal logo on the temples.



General Information

GENDER	Female
CLUSTER	T Timeless
POSITIONING	Medium

TO0372

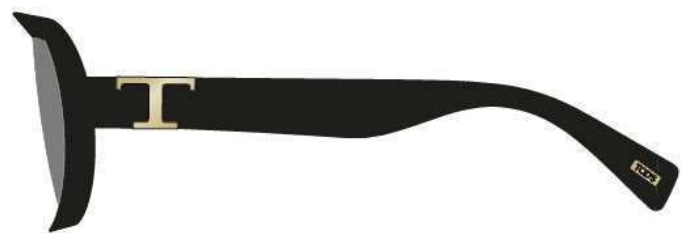
BASE	LB4
SIZE	52
BRIDGE	20
TEMPLE	140
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

Code

- Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trim Temples - Tod's Plaque End Tips Temples - Lenses Lens - Small Parts Other
- 00V Transparent Dark Teal - Shiny - Transparent Dark Teal - Shiny - shiny rose gold - Shiny Rose Gold - Dark Teal - Rose Gold
- 53E Dark Havana Vintage - Shiny - Dark Havana Vintage - Shiny - shiny rose gold - Shiny Rose Gold - Brown - Rose Gold
- 01A Black - Shiny - Black - Shiny - shiny rose gold - Shiny Rose Gold - Smoke - Rose Gold



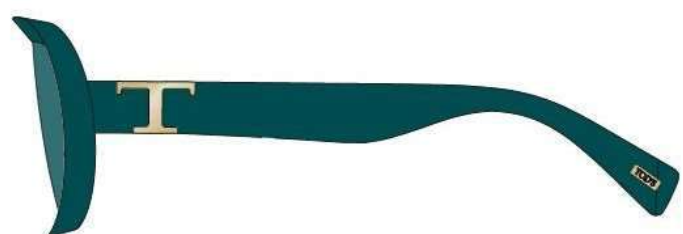
01A



53E



90V





### Sales Arguments

Light combo sunglasses with soft cat eye acetate front and metal temples. Metal temples has the classic and iconic T shape.

The style is available in 3 different colors.



TREND I



PR STYLE

### General Information

GENDER	Female
CLUSTER	T Timeless
POSITIONING	Medium

### TO0373

BASE	LB4
SIZE	51
BRIDGE	22
TEMPLE	140
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Metal

### Code

*Acetate Front - Finishing Front - Metal Temples - Finishing Temples - Lenses Lens - Small Parts Other*

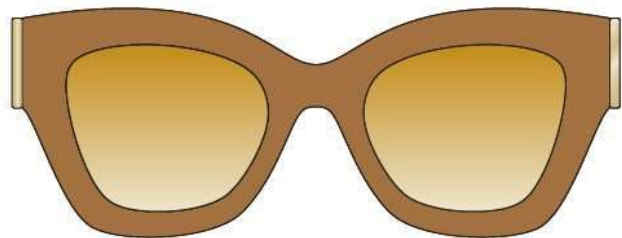
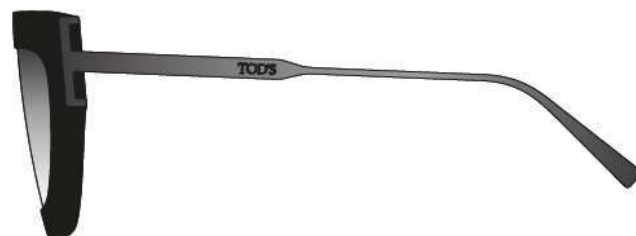
81T Transparent Light Pink - Shiny - pale gold - Matte - Bugundy fading into Honey - Pale Gold

48P Transparent Sand Beige - Shiny - Rose gold - Matte - Gradient Yellow - Rose Gold

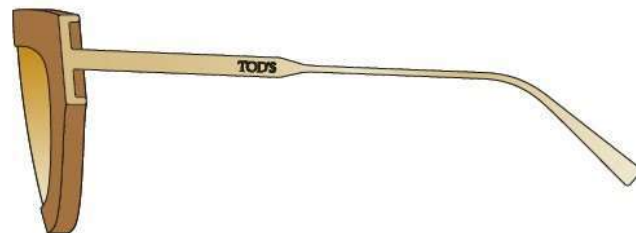
01B Black - Shiny - matte gunmetal - Matte - Gradient Smoke - Gunmetal



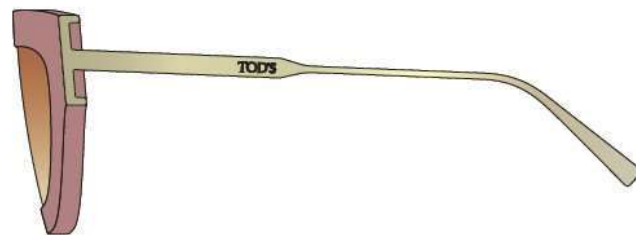
01B



45F



81T





Sales Arguments

Elegant and refine exagonal metal style enriched by metal temples with the classic and iconic T shape. The style is available in 3 different colors.



General Information

**TO0374**

GENDER	Female
CLUSTER	T Timeless
POSITIONING	Medium

BASE	LB4
SIZE	57
BRIDGE	20
TEMPLE	140
FRONT MATERIAL	Metal
TEMPLE MATERIAL	Metal

Code

- Metal Front - Finishing Front - Nose Pad Arms Front - Nose Pads Front - Metal Temples - Finishing Temples - Lenses Lens - Small Parts
- 001 shiny rose gold - Shiny - shiny rose gold - Rose Gold - shiny rose gold - Shiny - TURQUOISE YELLOW GRADIENT - Rose Gold
- 002 shiny dark ruthenium - Shiny - shiny dark ruthenium - Nickel - shiny dark ruthenium - Shiny - Gradient Smoke - Shiny Dark Ruthenium
- 003 shiny deep gold - Shiny - shiny deep gold - Deep Gold - shiny deep gold - Shiny - GRADIENT BROWN TO ORANGE - Deep Gold

30F



28P



12B





Sales Arguments

Fashion mask with metal oval frame for a very trendy look.  
 The style is enriched by Scooby Doo leather inserts on the metal temples.



General Information

GENDER	Female
CLUSTER	Scooby Doo
POSITIONING	High

TO0375

BASE	LB4
SIZE	64
BRIDGE	17
TEMPLE	140
FRONT MATERIAL	Metal
TEMPLE MATERIAL	Metal

Code

*Metal Front - Finishing Front - Nose Pad Arms Front - Nose Pads Front - Metal Temples - Finishing Temples - Tod's Scooby Temples - Scooby Bushing Temples - Lenses Lens - Small Parts Other*  
 30P shiny deep gold - Shiny - shiny deep gold - Deep Gold - shiny deep gold - Shiny - Lion - Shiny Deep Gold - L.NYL. B4 23611 Gradient Green to Pink Ø80 2.5 - Deep Gold  
 12B shiny dark ruthenium - Shiny - shiny dark ruthenium - Dark Ruthenium - shiny dark ruthenium - Shiny - Black - Shiny Dark Ruthenium - Gradient Smoke into Pink - Shiny Dark Ruthenium

30P



12B





### Sales Arguments

Classic rounded acetate shape for a classic style perfect for all occasions. The style is full acetate with T logo on the temples.

The style is available in three different colors.



PR STYLE

### General Information

GENDER	Male
CLUSTER	T Timeless
POSITIONING	Entry

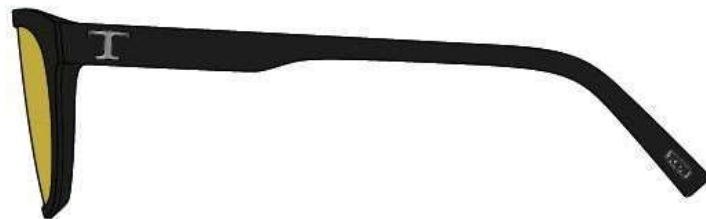
### TO0376

BASE	LB4
SIZE	49
BRIDGE	21
TEMPLE	145
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

### Code

- Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Trio Temples - Top's Plaque End Tips Temples - Lenses Lens - Small Parts Other
- 001 Black - Shiny - Black - Shiny - shiny dark ruthenium - Shiny Dark Ruthenium - Yellow - Nickel
- 002 Opal Honey - Shiny - Opal Honey - Shiny - shiny palladium - Shiny Palladium - L NYL B4 NY780 BLUE GRADIENT CRYST. (IT) - Nickel
- 003 Ginger Brown - Shiny - Ginger Brown - Shiny - shiny dark ruthenium - Shiny Dark Ruthenium - Green - Nickel

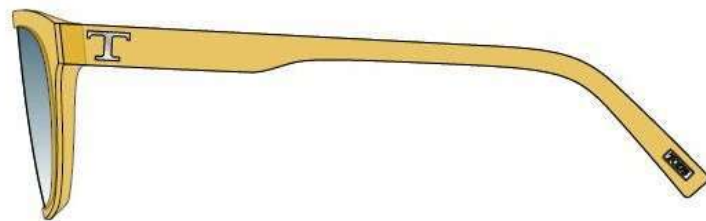
01E



53N



39W





### Sales Arguments

Elegant style made in acetate and metal.

Acetate front with rounded shape and double bridge made in acetate and metal.

The style is enriched by Scooby Doo leather inserts on the temples.



PR STYLE

### General Information

GENDER	Male
CLUSTER	Scooby Doo
POSITIONING	High

### TO0377

BASE	LB4
SIZE	51
BRIDGE	20
TEMPLE	145
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Metal

### Code

- 01E Acetate Front - Finishing Front - Metal Trim Front - Metal Temples - Finishing Temples - Tod's Scooby Temples - Scooby Bushing Temples - Lenses Lens - Acetate Tip - Finishing Tip - Tod's Plaque End Tips Tip - Small Parts Other
- 01E Black - Shiny - Shiny Gunmetal - Shiny Gunmetal - Shiny - Black - shiny gunmetal - Yellow - Black - Shiny - Shiny gunmetal - Nickel
- 03E Blonde Havana - Shiny - shiny dark ruthenium - shiny dark ruthenium - Shiny - Lion - Shiny Dark Ruthenium - L.CR39 B4 8500 VINTAGE BROWN Ø80 + AR - Blonde Havana - Shiny - Shiny Dark Ruthenium - Nickel
- 02E Classic Dark Havana - Matte - matte black - matte black - Matte - Tabacco - Matte black - REDWINE - Classic Dark Havana - Shiny - Shiny gunmetal - Nickel

01E



52S



53E





Sales Arguments

Classical metal pilot style with acetate rims around the lenses and double bridge made in metal. The style is enriched by Scooby Doo leather inserts on the temples.



General Information

<b>TO0378</b>	
GENDER	Male
CLUSTER	Scooby Doo
POSITIONING	High
BASE	LB4
SIZE	58
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Metal

Code

*Acetate Front - Finishing Front - Metal Front - Finishing Front - Metal Temples - Finishing Temples - Tod's Scooby Temples - Scooby Bushing Temples - Lenses Lens - Acetate Tip - Finishing Tip - Tod's Plaque End Tips Tip - Small Parts Other*  
 05A Black/ havana: 6.0 mm = top black 2 mm + base EL BLA 5039 4.0 mm - Shiny - shiny gunmetal - Shiny - shiny gunmetal - Shiny - Black - shiny gunmetal - SMOKE - Black/ havana: 4.0 mm = top black 1 mm + base EL BLA 5039 3.0 mm - Shiny - Shiny gunmetal - Nickel  
 02E Black - Matte - shiny gunmetal - Shiny - shiny gunmetal - Shiny - Black - shiny gunmetal - YELLOW - Black - Matte - Shiny gunmetal - Nickel  
 05E Khaki Havana fading into Transparent Green - Shiny - shiny dark ruthenium - Shiny - shiny dark ruthenium - Shiny - Tabacco - Shiny Dark Ruthenium - Roviex - Khaki Green Havana - Shiny - Shiny Dark Ruthenium - Nickel

02E



56E



05A





### Sales Arguments

Classical metal navigator style with double bridge made in metal. The style is enriched by Scooby Doo leather inserts on the temples.



### General Information

GENDER	Male
CLUSTER	Scooby Doo
POSITIONING	High

### TO0379

BASE	LB4
SIZE	57
BRIDGE	19
TEMPLE	145
FRONT MATERIAL	Metal
TEMPLE MATERIAL	Metal

### Code

*Metal Front - Finishing Front - Nose Pad Arms Front - Nose Pads Front - Finishing Front - Metal Temples - Finishing Temples - Tod's Scooby Temples - Scooby Bushing Temples - Lenses Lens - Acetate Tip - Tod's Plaque End Tips Tip - Small Parts Other*  
 085 shiny gunmetal - Shiny - shiny gunmetal - Gunmetal - Shiny - shiny gunmetal - Shiny - Black - shiny gunmetal - DARK PINK - Black - Shiny gunmetal - Gunmetal  
 200 matte rose gold - Matte - matte rose gold - Rose Gold - Matte - matte rose gold - Matte - Praline - matte rose gold - GREEN - Classic Dark Havana - matte rose gold - Rose Gold  
 016 matte gunmetal - Matte - matte gunmetal - Gunmetal - Matte - matte gunmetal - Matte - Black - Matte gunmetal - Yellow - Black - matte gunmetal - Gunmetal

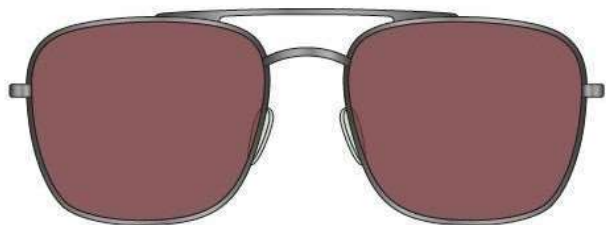
09E

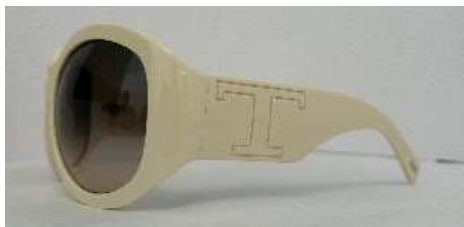


29N



08S





## Sales Arguments

Wide acetate style made in acetate for a very fashion look.  
This is the Fashion Show style and it's available in three different colors.



## General Information

GENDER	Male
CLUSTER	T Timeless
POSITIONING	High

## TO0381

BASE	LB4
SIZE	60
BRIDGE	16
TEMPLE	120
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

## Code

- 25B** Shiny ivory acetate frame with smoke gradient yellow lenses
- 45B** Solid silver mink acetate frame with grey gradient pink lenses
- 01A** Shiny black acetate frame with smoke enses

## Sales Arguments



Soft oval style with very bold profile with modern geometric shape.  
T large metal logo on the temples.



### General Information

GENDER	Female
CLUSTER	T Timeless
POSITIONING	Entry

### TO5306

BASE	LB4
SIZE	55
BRIDGE	18
TEMPLE	140
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

### Code

*Acetate Front - Finishing Front - Lenses Lens - T Logo Temples - Acetate Temples - Finishing Temples - Tod's Plaque End Tips Temples*

001 Black - Shiny - Demo lens - Shiny Yellow Gold - Black - Shiny - Shiny Yellow Gold

052 Classic Dark Havana - Shiny - Demo lens - Shiny Rose Gold - Classic Dark Havana - Shiny - Shiny Rose Gold

048 Transparent Warm Brown - Shiny - Demo lens - Shiny Rose Gold - Transparent Warm Brown - Shiny - Shiny Rose Gold



## Sales Arguments

Elegant soft cat eye style made in acetate for a classical look.

Discreet T metal logo on the temples.



PR STYLE

## General Information

GENDER	Female
CLUSTER	T Timeless
POSITIONING	Medium

## TO5307

BASE	LB4
SIZE	54
BRIDGE	18
TEMPLE	140
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

## Code

- Acetate Front - Finishing Front - Lenses Lens - Metal Temples - T Logo Temples - Enamel Low Relief Logo Temples - Acetate Temples - Finishing Temples - Tod's Plaque End Tips Temples*
- 001 Black - Shiny - Demo lens - shiny rose gold - Shiny Rose Gold - Shiny Black - Black - Shiny - Shiny Rose Gold
- 063 Classical Havana - Shiny - Demo lens - shiny rose gold - Shiny Rose Gold - Matte Brown - Classical Havana - Shiny - Shiny Rose Gold
- 048 Taupe - Shiny - Demo lens - shiny rose gold - Shiny Rose Gold - Matte Taupe per acetate - Taupe - Shiny - Shiny Rose Gold

## Sales Arguments

Sophisticated female shape made in metal available in two different colors. The style is enriched by Scooby Doo leather inserts on the temples.



### General Information

GENDER	Female
CLUSTER	Scooby Doo
POSITIONING	High

### TO5308

BASE	LB4
SIZE	56
BRIDGE	18
TEMPLE	140
FRONT MATERIAL	Metal
TEMPLE MATERIAL	Metal

### Code

Outside Rim Enamel Colour Front - Finishing Front - Metal Front - Nose Bridge Front - Lenses Lens - Metal Temples - Finishing Temples -  
 Tod's Scooby Temples - Acetate Tip - Finishing Tip - Tod's Plaque End Tips Tip  
 001 Matte Ivory - Matte - shiny palladium - Shiny Palladium - Demo lens - shiny palladium - Shiny - Oyster - Ivory - Shiny - Shiny Palladium  
 002 Matte black - Matte - shiny rose gold - Shiny Rose Gold - Demo lens - shiny rose gold - Shiny - Black - Black - Shiny - Shiny Rose Gold



### Sales Arguments

Classic rounded acetate shape for a classic style perfect for all occasions. The style is full acetate with T logo on the temples. The style is available in three different colors.



PR STYLE

### General Information

GENDER	Male
CLUSTER	T Timeless
POSITIONING	Entry

### TO5309

BASE	LB4
SIZE	48
BRIDGE	20
TEMPLE	145
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

### Code

*Acetate Front - Finishing Front - Lenses Lens - Acetate Temples - Finishing Temples - T Logo Temples - Oval Logo on Temple Tip Temples*

001 Black - Shiny - Demo lens - Black - Shiny - Shiny Dark Ruthenium -

057 Transparent Beige - Shiny - Demo lens - Classic Dark Havana - Shiny - Shiny Dark Ruthenium -

020 Transparent Grey - Shiny - Demo lens - Black - Shiny - Shiny Dark Ruthenium -



### Sales Arguments

Classic rectangular acetate shape for a classic style perfect for all occasions. The style is full acetate with T logo on the temples. The style is available in three different colors.

### General Information

GENDER	Male
CLUSTER	T Timeless
POSITIONING	Entry

### TO5310

BASE	LB4
SIZE	52
BRIDGE	20
TEMPLE	145
FRONT MATERIAL	Acetate
TEMPLE MATERIAL	Acetate

### Code

*Acetate Front - Finishing Front - Lenses Lens - Acetate Temples - Finishing Temples - T Logo Temples - Oval Logo on Temple Tip Temples*

002 Black - Matte - Demo lens - Black - Matte - Shiny Light Ruthenium -

058 Green Havana - Shiny - Demo lens - Green Havana - Shiny - Shiny Dark Ruthenium -

096 Gradient Havana Fading Into Grey - Shiny - Demo lens - Havana - Shiny - Shiny Dark Ruthenium -



## Sales Arguments

Oval metal shape for a very classical and elegant look.

The style is enriched by Scooby Doo leather inserts on the temples.



PR STYLE

## General Information

GENDER	Male
CLUSTER	Scooby Doo
POSITIONING	High

## TO5311

BASE	LB4
SIZE	53
BRIDGE	18
TEMPLE	145
FRONT MATERIAL	Metal
TEMPLE MATERIAL	Metal

## Code

*Metal Front - Finishing Front - Lenses Lens - Metal Temples - Finishing Temples - Scooby Bushing Temples - Tod's Scooby Temples - Acetate Tip - Finishing Tip - Tod's Plaque End Tips Tip*

001 Black - Shiny - Demo lens - Black - Shiny - Shiny Black - Black - Black - Shiny - Shiny Dark Gunmetal

012 shiny dark ruthenium - Shiny - Demo lens - shiny dark ruthenium - Shiny - Shiny Dark Ruthenium - Black - Black - Shiny - Shiny Dark Ruthenium

009 matte gunmetal - Matte - Demo lens - matte gunmetal - Matte - Matte gunmetal - Date - Classic Dark Havana - Shiny - Shiny Dark Gunmetal