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M.8509 — LVMH/Marcolin/JV

SECTION 1.2

Description of the concentration

1. LVMH Group and Marcolin S.p.A. (“**Marcolin**”) intend to set up a new full function joint venture company (“**JV**”) that will be engaged in designing, developing, industrialising, manufacturing, distributing, promoting, marketing, and selling eyewear products worldwide.
2. **LVMH Group**, is the worldwide reference point for luxury goods, particularly fashion and leather goods, watches and jewellery, perfumes and cosmetics, wines and spirits.
3. **Marcolin** is active in Italy and abroad in the manufacturing and wholesale distribution of eyewear, notably eyeglass frames and sunglasses. Marcolin manufactures and distributes under its own brands, but also on behalf of major fashion brands.