

LINZ, AUGUST 2019

ACCENT SHADES

A NEW LOOK FOR THE ICONIC ACCENT SHADES FROM SILHOUETTE



This successful sunglasses collection, inspired by the wings of Peru's giant blue morpho butterfly, is now expanding to include two timeless new unisex models. The lenses feature a classic full-rim design with hinged temples made from a combination of titanium and SPX®. The Accent Shades are now also available in new frames with aviator and panto shapes for him or her. The stylish gold- and silver-colored accents on the temples are proof of Silhouette's extraordinary attention to detail, echoed in every piece of eyewear made by this iconic Austrian brand.



Putting a new spin on timeless classics, the large, stylish aviator-shaped shades include an integrated double bridge that connects the Accent Rings with each other and seamlessly incorporates them into the design. With their delicate, ultra-thin appearance and beveled edges, the lenses are a state-of-the-art reinterpretation of 70s-era style. The sunglasses are available in classic Grey or Brown tones, as well as all-new Tricolor Green. The second unisex model features subtle shapes in the ever-popular panto style, with a timeless design that's an excellent match for many different face shapes. Sunglasses lovers have their choice of classic Brown, Grey or Green tones, as well as Tricolor Lavender.



Six of the eight models are also available with Silhouette Vision Sensation® optical lenses, right from Silhouette's own Lens Lab. These are tailor-made to match Silhouette frames. Alongside high quality and innovative design, functionality and protection are the focus for all Silhouette sunglasses. Silhouette Light Management® is a perfect example of this. Now, Silhouette can offer even stronger protection against harmful UV rays. These new lenses unite perfect anti-glare protection with a pleasant brightness-enhancing effect and brilliant, vivid color vision. Each Accent Shades model is available with Silhouette Light Management features in at least one lens variation.



FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

What began in 1964 with a vision – eyewear as an accessory – has today become the world's leading brand in lightweight quality eyewear: Silhouette. Under this brand, the lightest eyewear in the world is produced in Austria with a great love of detail, crafted mostly by hand in an individualized design using only the best materials and state-of-the-art technologies and exported to 100 countries across the globe. In 1999, Silhouette revolutionized the world of eyewear with Titan Minimal Art weighing just 1.8 grams, with no rims, screws or hinges. Silhouette eyewear has accompanied astronauts into outer space on 35 missions, has traveled around the world with the Vienna Philharmonic Orchestra, and is worn by a number of big names in entertainment, business and politics.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,600 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2018, around 1.9 million pairs of glasses were sold worldwide (including 1 million in Europe alone) under the company's brands, Silhouette, adidas Sport eyewear and neubau eyewear. The company reported €163 million in revenue in 2018.

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