

LINZ, JULY 2018

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reddot design award  
winner 2018

## Red Dot Award for Silhouette

On 9 July, the new Accent Rings eyewear collection was crowned with the prestigious design award

This year, an unprecedented number of applicants vied for the Red Dot Award for product design, with over 6,300 innovations entered by companies and designers from 59 countries. The winning entry was the trailblazing design of the new Accent Rings collection by the Austrian premium eyewear manufacturer Silhouette. This was the ninth time the Titan Minimal Art. The Icon. eyewear has won the prize, this time with its lenses adorned by the eponymous, sleek SPX® rings as frames. The rings add a high degree of refinement, creating a perfect, individual look.

The innovative design, which is neither a true "rimless" style, nor a classic full-rim model, sets the collection apart from the competition. The Accent Rings collection is a hybrid, making it a perfect fit for the times. The eyewear garnered much acclaim, in particular for its tantalising combinations of titanium and the irresistible array of Accent Ring colours. One of the key decision-makers behind the aesthetics at the House of Silhouette is Head of Design Roland Keplinger, who commented: "With the colours and shapes, we have created subtle contrasts that produce an interplay of glossy and matte surfaces. This highlight collection features trendy combinations like brass with petrol or rosé gold and amethyst." Tuned to match the wearer's personality, this personalised eyewear offers a choice of six lens shapes, six Accent Ring colours and six frame colours, allowing for over 200 possible combinations.

The 39-member Red Dot jury unanimously agreed on the exceptional design quality of the product, which led to the Accent Rings collection claiming its Red Dot at the Design Museum in Essen on 9 July. That evening, during the Red Dot Gala at Essen's opera house, the Aalto Theatre, Silhouette celebrated along with around 1,200 guests from around the world, including design stars, journalists, business experts and politicians, as well as the winners from the other product categories.

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#### FURTHER INFORMATION:

[www.silhouette.com](http://www.silhouette.com), [www.facebook.com/silhouette](https://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.

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