



PRESS RELEASE

INTERVIEW

Lightness and character now take an innovative new form with these rimless design icons by the House of Silhouette. We are talking with Roland Keplinger, Head of Design, about this evolution of rimless.

THE NEW RIMLESS: HOW DID YOU MAKE “RIMLESS” INTO SOMETHING EYE-CATCHING?

Roland Keplinger: We've been asking ourselves for a long time, what should today's rimless glasses look like? How can we reinterpret this style? Our first attempts at creating 'Accent Rings' were over four years ago. But, ever since the recent trend towards increasingly light eyewear began, we've started seriously working on this again. The real breakthrough came when we realised that you don't have to look at 'Accent Rings' as simple rings, but that we could experiment with different kinds of lens shapes. This opens up an incredible new creative playing field for designers. The first models were inspired by butterflies—light, intricate and elegant.

“THE EVOLUTION OF RIMLESS”: WHAT MAKES THIS COLLECTION SO SPECIAL?

Roland Keplinger: What's special about this collection is the innovative new look. While not a classic rimless style, it's also not classic full-rim eyewear. The collection is a hybrid of the two that fits perfectly with the times.

WHAT CHALLENGES DID YOU FACE DURING THE DESIGN PROCESS?

Roland Keplinger: The greatest challenge was finding the perfect production method for the Accent Rings. Together with our research and development team, we made countless attempts at figuring out how to create these parts. In the end, the only way to attain the quality we were looking for was to use injection moulding. You wouldn't believe how much attention to detail goes into achieving the precision and surface quality that these simple-looking rings require.

THE NEW TMA ICON. ACCENT RINGS BOAST AN IMPRESSIVE COMBINATION OF BRUSHED AND GLOSSY SURFACES. WHAT IS THE IMPACT OF THIS DYNAMISM?

Roland Keplinger: When designing the colour scheme, it was extremely important to us to create a harmonious overall look. We redeveloped the ends of the earpieces, where the ring concept is reflected in the form of a small, metallic accent. The mixture of glossy and matte surfaces is balanced and coordinated to flatter different skin types. The interplay between matte and glossy conveys excitement and premium quality.

THE COLLECTION COLOUR SCHEME IS FRESH AND LIVELY. HOW DID YOU DECIDE ON THE COLOURS?

Roland Keplinger: We started with in-depth trend research when choosing the colours. That's how we arrived at the combination of Pantone violet (the colour of the year) and a matte, rose-gold earpiece, for example. Brass is another on-trend metallic shade right now, along with the ethereal, translucent Accent Ring colours. These place an emphasis on lightness. The goal was to offer a fresh, fashion-forward colour palette that works with the shapes to create new accents.

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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.