

ULTRA-LIGHT, PURIST DESIGN IN A NEW COLOR CONCEPT

SILHOUETTE'S IMPRESSIVE, NEW, "PURE WAVE" FULL-RIM EYEWEAR COMES IN SOFT SHADES WITH FINISHES REMINISCENT OF MODERN TEXTILES.



Today's fashions come in a wide range of colors and textures, from pastel green, cotton shirts to coral red, linen dresses or cords in denim blue. The fabrics and colors are used to express personality, style and mood. With this in mind, Silhouette has been inspired to create something special with its new "Pure Wave" collection. The full-service, premium eyewear producer from Austria has picked up on the contemporary, warm, soft textures and colors found in modern textiles. This is clear from the model names of Red Cord, Royal Denim, Algae Twill or Lilac Cashmere – where the highlight colors give a good indication of the model. "Pure Wave" is all about an ultra-thin, front design combined with balanced proportions and fresh colors. The result is purist, striking, full-rim eyewear.

Cool, easy-to-wear, full-rim look



Silhouette has combined textile-inspired finishes, attractive colors and modern shapes with the perfect, feather-light fit and minimalist style to make this collection a must-have for discerning customers. Nylor glazing means frames can be manufactured with an ultra-thin, front design, creating a cool, casual, easy-to-wear look. "This is all about pure, urban style with a modern color concept giving the Pure Wave a subtle yet exciting feel," explains Roland Keplinger, Design Director.

Minimalist, simple design, yet still sophisticated



The "Pure Wave" concept is made possible by using high-tech SPX®+ plastic. This premium material is one of Silhouette's innovations and makes this full-rim eyewear incredibly light and flexible. It enables an elegant and harmonious transition from the front to the temple. And by way of a bonus, the unique, maintenance-free, hinge technology is so cleverly integrated into the frame that it doesn't require any screws. The crowning glory of this eyewear is the exclusive titanium rings. Details like these make it clear that the "Pure Wave" not only has a minimalist design, but it is also intelligently thought through and lovingly executed. The ingenuity of this eyewear lies in its simplicity, which is why this season's on-trend colors will not only attract attention through clothes, but also through the accompanying premium eyewear.



FURTHER INFORMATION:

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

Silhouette

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette Group

Headquartered in Linz, Austria, the Silhouette Group is the world's leading manufacturer of premium eyewear, with over 1,300 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 2021, around 1.3 million pairs of glasses were sold worldwide and the company reported €158 million in revenue.

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