LINZ, NOVEMBER 2021

# TIMELESS DELIBERATE CLASSIC

## ILLUSION LITE: SILHOUETTE COMBINES CLASSIC AND MODERN ELEMENTS FROM ITS BESTSELLING DESIGNS



Certain designs never go out of style. Silhouette's Illusion Lite model is the embodiment of this type of timeless style that is created from combining fresh ideas with classic looks. The temples of these glasses exude modern chic, while the fronts are more classic in style. The result: design that stands the test of time. And that's why you can rely on these high-quality, stylish glasses for a lifetime, whether you're at work or on the go.



### Full-rim urban cool

Roland Keplinger, Design Director at Silhouette, sums up the concept: "We have combined characteristic details in new ways to make Illusion Lite the ideal choice for everyday wear. The huge range of combinable options ensures we can create the perfect pair to suit everyone. These glasses have an understated stylish character thanks to the chic urban design and the fact they are made from a mixture of premium-quality materials." The front of Illusion Lite glasses is made from SPX®+, a durable, ultra-lightweight, high-tech, sustainable material that has been specially developed by Silhouette. The high-quality titanium temples with a tapered profile create a dynamic look with lasting appeal. Subtle, cool and stylish—what's not to love?



### The perfect look for every face



Illusion Lite comes in unique colors such as Trusty Blue and Restful Olive. Create the perfect pair of Illusion Lite glasses by choosing one of these striking colors in combination with one of four lens shapes. The maintenance-free snap hinges make them easy to handle, and the adjustable temples ensure a comfortable fit. With Illusion Lite, Silhouette has created eyewear that meets everyday needs while exuding its own unique charm.

**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 International
Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 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 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

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