

COMPANY PROFILE

BEHIND THE LENS AT  
SILHOUETTE INTERNATIONAL

Benchmark in premium eyewear.

*Silhouette*<sup>®</sup>  
INTERNATIONAL

## SILHOUETTE INTERNATIONAL – THE AUSTRIAN COMPANY WITH GLOBAL REACH

Silhouette International has been creating innovative eyewear of the utmost precision and quality for 55 years. From its roots as a small start-up, it has grown into an international market leader in the premium segment of rimless glasses.

Its headquarters in Austria and the investments that have been made since the company was founded have ensured that, over the decades, the company has continued to develop its quality leadership in the premium eyewear segment. As well as extremely high standards of craftsmanship, it has shown an unrelenting commitment to quality and design, as well as to its location in Linz, Austria.

Since November 1<sup>st</sup> 2019, the company has been steered by CFO Reinhard Mahr, COO Thomas Windischbauer, CSO Christian Ender and CMO Michael Schmied. With the new four-person Executive Board, Silhouette International Schmied AG has a strong and skilled leadership team and a future-oriented structure with which to accelerate its ambitions for international growth.



## THE SILHOUETTE STORY – A VISIONARY FAMILY

The success story began in 1964, when Anneliese and Arnold Schmied, armed with their vision and passion, founded the company and the Silhouette brand. The company started life with just five employees, along with designer Dora Demmel.

Their vision: To create the most beautiful eyewear in the world and to establish a brand that would be synonymous with high quality. Anneliese and Arnold Schmied had the perfect tools for the job – he was a perfectionist with an eye for quality whilst her skills lied with the finances. Pooling their skills together, they revolutionized the eyewear market. Now in its third generation, Silhouette remains a family company through and through.





Although Silhouette is still the leading supplier of rimless glasses in the premium segment, over the last few years the brand has also seen significant growth within the full-rim segment. A particular highlight is the Urban Neo – weighing just 3.3 grams, it is one of the lightest pair of full-rim glasses in the world.



## SILHOUETTE – A BRAND AND ITS ICON

When two apparent opposites are merged together, the result is often a very distinctive aesthetic style. From the outset, this has been a hallmark of Silhouette eyewear: Using inner strength to achieve unparalleled lightness. Staying true to itself and creating a timeless design while changing with the times.

They are worn by 12 million people worldwide. Their unique look has won them 11 design awards. And so far, there have been 12 major developments of the iconic shape. We are talking about the Titan Minimal Art – the most famous rimless eyewear in the world, whose introduction in 1999 revolutionized the global eyewear market. A pair of glasses weighing only 1.8 grams – with no frames, screws, or hinges. Light as a feather. A whole new level of comfort which to this day remains

unrivaled by any other glasses. "We suddenly started receiving thank you letters and emails from all over the world – it was really extraordinary and also very touching", says Arnold Schmied, a member of the founding family. Since then it has become the icon of the Silhouette company and the inspiration behind the brand's fundamental design concept: "Eliminating anything superfluous makes what is necessary even more unique".

This dedication to creating honest eyewear which delivers exactly what the wearer needs is an integral part of the brand's iconic minimalism. You only have to pick up a pair of Silhouettes to experience the difference. No other glasses are as light or as comfortable as Silhouettes – you can hardly tell you're wearing them.



Silhouette had a stroke of genius in 2018, proving themselves yet again with the introduction of the Accent Rings collection. In this collection, a sleek SPX®+ frame surrounds the lenses. The rings add a high degree of refinement, creating a perfect, individual look. The innovative hybrid design, which is neither a true 'rimless' style, nor a classic full-rim model allows the customer to enjoy all the benefits of customized rimless glasses, while also creating their very own full-rim look. This cutting-edge design received multiple awards, including the Red Dot Award.

The company's 55-year tradition, combined with a sustainable approach, the utmost precision, an unwavering passion for craftsmanship and a commitment to its location in Austria, come together to guarantee premium eyewear that exceeds its customers' exacting standards every day.



## SILHOUETTE VISION SENSATION®

Silhouette International has been synonymous with high-quality, stylish eyewear frames since 1964. In 2017, the company took the next logical step in the company's development and started offering a full spectrum of products and services. Silhouette International now offers exceptional all-inclusive packages, encompassing frames, spectacle lenses and a range of services, to provide the customers with a perfect, all-round visual experience.

Every pair of Silhouette Vision Sensation® eyewear is supplied as a complete package, designed to fit perfectly and provide maximum visual comfort. The company is no longer solely a frame manufacturer, but a complete provider of frames and lenses, guaranteeing absolute optical integrity.

Founded in 2017, the Silhouette Vision Sensation® Lab is another milestone in the premium eyewear manufacturer's mission to perfect its philosophy of unrestricted vision in every situation. Today, it is not just the frames but also the lenses which are produced at the company's headquarters in a state-of-the-art building – the front of which is shaped like a lens – where production relies upon the utmost precision, which is why a lot of it is done by hand.



## FOCUSING ON ITS STRENGTHS

The headquarters in Ellbognerstrasse has grown significantly over the years. Today's portfolio includes far more than just products for the brand Silhouette, the core of Silhouette International.

In 2016, neubau eyewear was launched as its own brand. This was inspired by the vibrant lifestyle of Vienna's seventh district where artists, musicians and young talents converge. Urban lifestyle and sustainability form the core elements of the brand. The company's dedication to style and quality, as

well as its conscious use of resources, go hand-in-hand with the high environmental standards set by neubau.

In fall 2019, the company expanded its portfolio with yet another brand, this time in the premium sportswear segment. Evil eye stands for highly functional sports glasses, whose uncompromising material, functional, and filter properties enable top performance, even in the most demanding situations.





## EVIL EYE – TRUE SPORT EYEWEAR

From development through to production, customization through to perfect performance: the highly functional sports glasses from evil eye provide clear, unrestricted vision, the perfect hold with every movement, and an adjustable fit to suit each individual. Innovative technologies, uncompromising quality and the perfect combination of design and materials ensure top performance in even the most demanding situations.

All evil eye models are made in Austria and, since 2019, have been designed, developed and manufactured by experts working by hand to achieve the utmost precision. Evil eye sports glasses are manufactured exclusively using ultra-light, extremely robust and yet flexible PPX® material. This cutting-edge material enables non-slip, pressure-free and secure positioning of the glasses during sports.

The state-of-the-art filter technology from evil eye ensures clear visibility and relaxed vision and is perfect for all light conditions. LST® (light stabilizing technology) filters strengthen the contrasts and quickly balance the transition from light to shadow, while the photochromic VARIO filters automatically and continuously adjust to the respective light conditions. Evil eye filters provide 100 % protection from all harmful UVA, UVB and UVC radiation (UV400).

The highlights of the evil eye range are sports glasses with optical lenses with optional clip-in, adapter, or direct lenses, depending on the model. The development and the continuous production chain of frames and lenses in the Silhouette Vision Sensation® Lab in Linz guarantees the high standards of evil eye glasses.

## NEUBAU EYEWEAR – URBAN LIFESTYLE AND CSR

The brand combines innovative design with the expertise of its parent company Silhouette International, creating premium-quality prescription glasses and sunglasses.

Since 2016, all the products in the neubau eyewear portfolio have been designed, developed and manufactured in Austria. naturalPX – the advanced, environmentally friendly base material for the production of polymer frames – is manufactured using primary products which are both organic and renewable. Along with first-class product features like lightness, flexibility and stability, the material also allows for an infinite range of colors, maximum comfort, and excellent wearability.

It is not only the frames, but in fact everything in the neubau range, which is produced with the environment in mind. The neubau case for all naturalPX frames, made using cellulose, is easy to recycle because it does not require the use of adhesive. The cleaning cloth is made



from recycled plastic bottles and packaged exclusively in recyclable paper. Even the marketing materials used at the opticians are made from the most environmentally friendly materials possible and by partners who use environmentally conscious production methods.







## FOR THE GOOD OF THE ENVIRONMENT AND FUTURE GENERATIONS

The success of Silhouette has never gone to the founders' heads. They have always stuck to their values, and although sustainability wasn't the buzz word it is today 55 years ago, it has been an intuitive part of their approach from the outset. It has influenced every decision they have made and has been passed on through the generations.

Silhouette International is a family company which is dedicated to its long-term vision and demonstrates an unrelenting spirit of competition and innovation.

"We have committed ourselves to safeguarding our location in Austria, while also making it our mission to protect the available natural resources. Our financial independence allows us to make our own decisions and to put responsible actions ahead of quick profits", says Arnold Schmied, member of the founding family.

The Executive Board of Silhouette International Schmied AG has made a commitment to corporate responsibility. The team of four therefore face the daily challenge of achieving a healthy balance between people, the environment, and economic matters. Businesses have the opportunity to help shape the future. They can ensure that future generations also benefit from a world worth living in.

## PROFILE

Silhouette International, with its headquarters in Linz, Austria, has been a global leader in the premium eyewear segment since 1964 and has around 1600 employees worldwide.

Since November 1st, 2019, the family company has been led by CFO Reinhard Mahr, COO Thomas Windischbauer, CSO Christian Ender and CMO Michael Schmied.

With 13 of its own international subsidiaries and a regional office, the company is the market leader in the premium segment of rimless glasses, which have given Silhouette International global renown and success.

Export accounts for 95 % of its production. The glasses are available in over 100 countries. Since 2017, the company has been a complete provider of 'Made in Austria' frames and lenses with a passion for sustainability.

With Silhouette as its core brand, the company introduced the trendy urbanwear brand neubau eyewear in 2016 and the sports brand evil eye in October 2019. Its focus is on quality, first-class materials and innovative design, for which it has received 74 awards to date.

In 2018, the company produced its 100,000,000th pair of glasses at its headquarters in Linz, using the best materials and a profound passion for detail.



*CFO Reinhard Mahr, COO Thomas Windischbauer, CSO Christian Ender, CMO Michael Schmied*

**Silhouette International Schmied AG**  
Ellbognerstrasse 24 | 4020 Linz | Austria

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