

LINZ, DECEMBER 2020

CONTRASTS BY NATURE

STUNNING CONTRASTS AND HIDDEN DETAILS REVEAL INFINITE BEAUTY

The Universe is brimming with endless contrasts. It is often said that the magnificence of nature is the result of these opposites. We are continually fascinated by the power of contrast and the symbiotic relationships that form when opposites meet and create balance in the natural world. 'The Contrasts by Nature' campaign is the theme for Silhouette's new 2021 collection of premium quality eyewear. The contrast between the natural and the human-made is the main inspiration for Silhouette's latest collection of high-quality glasses. To inform their latest designs, the leading Austrian premium eyewear manufacturer also focuses on humans, their contrasting personalities and role within nature. Since human character and emotions are completely unique, every pair of glasses in Silhouette's Blend Collection is a one-of-a-kind too—whilst also being custom-made to suit each customer's individual requirements.

THE NATURE LOVER



Nature never goes out of style. The rectangular styles in the new Blend Collection are made from a stunning combination of titanium and Silhouette's unique SPX®+ material. The classic design comes in a beautiful Silver Graphite color for added impact.

THE URBANITE



The rimless butterfly-shaped designs are perfect for those who love the excitement and diversity of city life. The fluid and puristic design in Rose Dove radiates sheer urban chic.

THE SPORTY TYPE



Give yourself an energy boost in the great outdoors. Featuring a modern shape in Navy Blue, this model combines Silhouette's signature lightness with a casual and sporty feel.

THE TRADITIONALIST



An appreciation for nature is something that is passed down from one generation to another. Nature produces rare wonders. And so does Silhouette, as we're sure you'll agree when you behold these timeless new designs created by the Austrian premium eyewear manufacturer.



The gorgeous octagonal lens shapes in Gold /Black are guaranteed to deliver the wow factor.

FURTHER INFORMATION:

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

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,500 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 2019, around 1.6 million pairs of glasses were sold worldwide and the company reported €161 million in revenue.

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