

AND THE WINNER IS...

TRIPLE WIN FOR SILHOUETTE



reddot winner 2020



Silhouette International has been picking up design awards for its premium eyewear for many years. And the company's success continues, with the brand recently receiving three new awards in recognition of its commitment to design excellence. One 2020 RedDot award and two 2021 IF Design awards have been awarded for the brilliant new Momentum Select, Blend and Identity prescription eyewear collections. Silhouette International has achieved success all around the world, winning 69 awards over the past 28 years. This success is testament to the high quality materials, detailed design and innovative technology that go into producing Silhouette eyewear.

2020 RedDot Award



The 2020 RedDot Award jury were particularly impressed with the high precision craftsmanship used to create the Momentum Select collection. The whole collection combines the best of two different design concepts. Fans of beautiful eyewear can enjoy all the benefits of rimless glasses, alongside gorgeous details that are usually only seen on full rim glasses. Inspired by the fine craftsmanship used to create luxury watches, the beautifully detailed design in beautiful black and gold is rounded off with eye-catching edges and a matte metallic and precious metal finish.

2021 IF Design Award



Not one, but two different Silhouette designs dazzled the judges of the coveted 2021 IF Design Award, with the Blend and Identity prescription eyewear collections both winning in the product design category. The Blend glasses have fluid and puristic frames made of two high-quality materials, SPX and titanium. The materials merge seamlessly into one another, a signature Silhouette design flourish that caught the eye of the judges. Meanwhile, the Identity collection majors on bold proportions and stylish technical innovations. Inspired by minimalistic modern architecture, the collection combines Silhouette design hallmarks with a geometric look. Defined cut-outs and outlines give the glasses an ultramodern and wonderfully multifaceted appearance.





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.

Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG
A.Strejcek@silhouette.com, Telefon: +43-664-237-6934