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## EFFORTLESS ELEGANCE

SILHOUETTE'S SUN COLLECTION IS LIGHT, ELEGANT, MINIMALISTIC, AND FRESH.

Biscayne Bay, Fisher Island, Brickell and Aventura: The names of the new sunglass models from Silhouette are inspired by Miami – also known as the Sunshine City of the USA. The sun shines there for a remarkable 360 days a year and shapes everyday life in the vibrant city.

It's no surprise that the new sunglasses by Silhouette reflect Miami's sun's rays, but this year's SUN collection also reflects social trends. In fact, the color scheme of the SUN collection represents the polarization of attitudes we see in our society today. On one hand we have Lightness and Trust, represented by blue and green tones. These color palettes show the urge to seek out the familiar and find comfort there. By contrast, Independence and Courage signify the desire for change. Here, the pinks and contrasting blacks and whites stand for exploration—the desire to discover new things and leap into the unknown.

The SUN Collection of the world's leading manufacturer of premium rimless glasses strikes a balance between comfort and a desire for exclusivity. They are ultralight and elegant, but always understated and tasteful. All models in the current SUN collection can be 1:1 optically glazed custom-made to their frames in the in-house Lens Lab with the expertise of Silhouette Vision Sensation®.

### **Biscayne Bay, Cape Florida and Bayside show dynamic elegance**

The Streamline models are aimed at wearers who want to find that perfect combination of sleekness, elegance and style, and who want a versatile pair of glasses that works as well in the boardroom as on a golf course or in their sailing boats. These glasses "take the best features of Silhouette glasses and put them all into a single package", explains Roland Keplinger, Design Director at the Austrian company. "Lightness. Perfect fit. And an aesthetically pleasing combination of materials." The Streamline models also feature impressive technology. The new photochromic lenses automatically darken on brighter days, adjusting seamlessly to the prevailing light.





### **Fisher Island and Star Island: head-turning shades with a touch of understated glamor**



Inspired by the curves of beautiful high-end lamps, Silhouette's ultralight Rimless Shades models are the epitome of modern, feminine chic. They don't just protect the eyes from the sun. They are graceful accessories that allow the wearer to showcase their exquisite taste and femininity. These are glasses that offer head-turning glamor combined with effortless minimalism.

### **Brickell: an evergreen with lightness**



Sun Lite sunglasses aren't just versatile. Think of them as an exclusive, fashion-forward accessory made from the ultralight material SPX<sup>®</sup>+, which makes them the perfect choice for men who want an unfussy look that helps them stand out from the crowd. The new Sun Lite "Brickell" model matches any outfit and occasion. The exceptional Sun Lite Collection is proof that Silhouette, the world's leading creator of premium rimless eyewear, is capable of producing some of the finest full-rim glasses too.

### **Aventura and Midtown: a dance of light and shade**



A spectacle of light and shade occurs whenever sunshine falls upon the waves. Silhouette has taken inspiration from the water and let it flow into its EOS sunglasses. The transparent frame is made up of a series of wide and narrow sections, giving the glasses a "frame-in-frame" appearance. This allows it to function as a prism, causing light to refract into different colors and creating a brilliant display. In today's market, modern full-rim glasses have to reconcile opposites and offer customers the best of all worlds: big, eye-catching frames that are featherlight; designs that feed off light and shade; retro 70s inspired looks with a contemporary twist; and luxury and understatement in all in one.

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#### **FURTHER INFORMATION:**

[www.silhouette.com](http://www.silhouette.com), [www.silhouette.com/newsroom](http://www.silhouette.com/newsroom), [www.facebook.com/silhouette/](https://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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