

SUNGLASSES TRENDS FOR 2021

CLASSICS AND STYLISH STATEMENTS

Classic designs take center stage in the sunglasses trends for 2021. Retro shapes are back and better than ever. Tried and true frames are enjoying a revival, while pared-down, sleek new designs go hand in hand with bold, refreshing accents. Sunglasses are the ultimate fashion accessory, and this year, their timeless character as well as their functionality are on full display. The perfect sunglasses should do much more than just spice up your wardrobe for a few months. Instead, they should stay with you for the long-run, like a trusted friend. The Austrian premium eyewear brand Silhouette is ushering in the new season with an exciting, stylish new sunglasses collection. The ever-popular Accent Shades series is expanding to include some striking new models. Meanwhile, the classic Sun Lite and luxurious Bolshoi Grace collections offer many timeless designs.

Accent Shades

Silhouette Accent Rings give you the best of both worlds: rimless frames with a striking full-rim look. This collection has garnered much acclaim over the past few seasons with its unique, eye-catching allure. The women's collection features delicate butterfly-shaped lenses, while the men's includes classic aviators. Both exude elegant, sporty charm and create a dynamic look. The Accent Rings and matching temples are available in a selection of colors ranging from timeless to fresh and new.



Sun Lite

The new Sun Lite models combine classic full-rim designs with the signature lightness of Silhouette. These timeless frames perfectly contour to the face with lenses available in Soft Rectangle for men, Soft Butterfly for women, and a unisex lens shape, Classic Panto. Choose from a broad palette of classic colors, along with a few fresh, elegant color combinations and mirrored lenses.



Bolschoi Grace

The stunning 23-carat gold-plated Bolschoi Grace sunglasses evoke the essence of a graceful ballerina. The collection pays homage to the famous Bolschoi Theater in Moscow, which is synonymous with elegance, classical art, impressive architecture and the world-renowned Bolschoi Ballet.





These precious frames are lovingly handcrafted in the heart of Austria, using the finest materials. They are among the finest pieces Silhouette has created, available with enchanting Cat-Eye and Butterfly lens shapes. Along with the architecture-inspired shapes, the colors accentuate the modernity of this design, pairing the classic metallic tones of the frames in glossy or matte finishes with the colors of the lenses.

Handcrafted in the heart of Austria

Each of these models can be custom fitted at Silhouette's in-house lens lab with optical sun protection lenses from Silhouette Vision Sensation® in a wide palette of colors. Alongside high quality and innovative design, functionality and protection are the focus for all Silhouette sunglasses. The patented Silhouette Light Management® technology is a perfect example of this. It offers the highest level of protection against harmful UV rays. The specially developed transmittance ranges of Silhouette's lenses provide a pleasant brightening effect and brilliant, high-contrast color vision, along with perfect anti-glare protection.

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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