

LINZ, AUGUST 2020

LIFE IS BETTER WITH SILHOUETTE SHADES ON

SILHOUETTE PRESENTS THE DIVERSITY OF FULL-RIM LOOKS WITH NEW SUNGLASSES

The Austrian premium eyewear manufacturer is launching three new sunglasses collections for the 2021 summer season, taking the trademark lightness of Silhouette to a new level. The frames combine innovative design, incomparable comfort and high quality with outstanding protection against harmful sun rays. While the popular Accent Shades collection is once again receiving an extraordinary new member, the classic Sun Lite models and exquisite Bolschoi Grace sunglasses constitute new, timeless pieces of jewelry.

Accent Shades



The Accent Shades sunglasses, which combine all the benefits of rimless eyewear with the exciting full-rim look, are complemented with a fresh and dynamic newcomer. In the new collection, which includes a model for men and women, the Accent Rings made of high-quality SPX®+ merge with the highly sought-after frames of the Accent Shades. A stylish double bridge gives the extravagant design of the masculine model sporty flair. The men's model is designed to impress with a classic and subdued selection of colors including Grey, Green, Brown Gradient and Silver Mirror Gradient with color-coordinated SPX®+ rings and titanium versions in Gold, Ruthenium and Brown. The harmonious and fresh nuances of the women's model in the feminine butterfly shape compliment cool and warm skin types with combinations of Lavender+Silver, Teal+Brass, Caramel+Rose Gold and Black+Gold.

Sun Lite



The new Sun Lite frames are irresistible with their timeless and classic shapes – the Soft Butterfly for women, the Soft Rectangle for men and the unisex Classic Panto. A combination of an ultra-light full rim made of SPX®+ with classic glazing technology and tapered titanium temples give you incomparable comfort and lend the name Sun Lite to the collection, which stands out for its exceptional lightness. The extensive color range makes the Sun Lite collection a companion that will stand the test of time, deftly highlighting the personality of eyewear lovers every day. With classic shades such as Grey, Brown, Classic Gradient, and some fresh, stylish color combinations and mirrored lenses, there is something for everyone.



Different variations of metallic shades in Gold, Rose Gold, Chrome, Black or Brown compliment warm and cool skin types. The models feature a range of color technologies. The elaborate and lovingly hand-crafted Havana colors and color gradients – from matte to gloss – offer a unique design highlight.

Bolschoi Grace



The superb models of the Bolschoi Grace collection reflect the essence of a graceful ballet dancer, her delicate appearance and her composed posture and strength. The precious Elegance frames are made from the finest materials, lovingly hand-crafted in the heart of Austria. Their delightful cat-eye and butterfly shapes are designed to impress. The free space between the ring and the lens of the sunglasses features a 6-base curve. This creates a floating impression and makes a bold statement. The distinctive cutouts on the temples return to the design element of the front and highlight the lightness and elegance of the stylish frames. The lenses and the frame feature high-quality, harmonious color combinations in classic precious metal tones with gloss or satin matte finishes. These exquisite colors combined with the expertly designed shapes underline the top-notch contemporary class look of the sunglasses.

All models can be custom-glazed to the frames at the in-house Lens Lab using a wide range of colors for Silhouette Vision Sensation® optical sun lenses. In addition to high quality and innovative design, Silhouette sunglasses always focus on function and protection. The patented Silhouette Light Management® technology from the Linz-based premium eyewear manufacturer is a perfect example of this. This gives your eyes the highest level of protection from harmful UV radiation and blue light. Silhouette lenses have specially developed transmission areas that provide a pleasant brightening effect and brilliant, high-contrast colors with optimal glare protection. The proven technology comes in many colors for sun lenses.

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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