

LINZ, AUGUST 2020

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## PURE BEAUTY: OUTSIDE AND IN

### SILHOUETTE ELEVATES EYEWEAR TO THE LEVEL OF FINE JEWELRY WITH AN UNMISTAKABLE NEW TNG COLLECTION



Austrian premium eyewear manufacturer Silhouette is giving its timeless Titan Next Generation collection a stylish revamp with the launch of its all-new TNG Crystals line. Each pair is lovingly handcrafted with the utmost precision in the heart of Austria. The intricate temples are lined both inside and out with Swarovski crystals for a sophisticated, glamorous look.

The 23-carat gold-plated frames create a stunning contrast with the sparkling crystals, turning these elegant, feminine designs from Silhouette into pieces of fine jewelry. The elegant crystals are available in a choice of transparent, sapphire blue, violet or dazzling Aurora Borealis. The TNG Crystals collection also combines high-fashion with high-tech: each pair features innovative snap-hinge technology. These stunning prescription-lens models with hand-set crystals contour to the customer's face for a perfect fit. Their incredible comfort, unparalleled lightness and premium-quality materials make them true masterpieces. They are available in four radiant contemporary shapes, as well as jewelry-like color combinations such as Aurora Rosé.

Each model in the collection is hand-crafted with the utmost precision, passion and decades of experience in the heart of Austria. The result is exquisite, luxurious pieces of jewelry that can be handed down over generations. This is the vision that underlies everything that Silhouette does.

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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

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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