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A SYMPHONY OF LIGHT

WITH ITS EXPERT DESIGN CUES, THE NEW EOS VIEW COLLECTION IS BOLDNESS PERSONIFIED



The Austrian premium eyewear manufacturer Silhouette is shaking up the prescription eyewear sector with the launch of the new Eos View collection. The inspiration behind the new collection is Eos, the goddess of the dawn in ancient Greek mythology and creator of the symphony of colors and light that fills the sky shortly before sunrise. The translucent frames feature an unusual design with an innovative 3D profile and are exceptionally comfortable to wear. The look is inspired by sunlight dancing on the water's surface and the fascinating symphony of light and shadow that we can't help but admire.

The stylish Eos View models are crafted from the patented SPX®+ material using precise injection molding technology – with stunning attention to detail. Offering a unique blend of flexibility, robustness and lightness, SPX®+ gives the eyewear its totally consistent shape and color and can also be produced sustainably with little waste. The sophisticated look is achieved through design, juxtaposing svelte and sturdy parts of the frame to create what we call a "shape-in-shape effect". With these stylistically contrasting shapes, modern lens shapes and an artful use of light and shadow, the EOS View collection is as unique as they come.

This red-hot new Silhouette collection offers four striking looks: two feminine shapes, a square masculine shape and a classic panto shape. The prescription eyewear is available in six translucent colors, including the alluring Smoky Blossom, Crystal and Golden Hour. With its blend of modern and eye-catching shapes and the subtle sophistication of its color nuances, it's guaranteed to be the center of attention.



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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