

LINZ, APRIL 2021

---

## THE BEAUTY OF DAWN

### ENJOY DAYBREAK IN STUNNING DEFINITION



About half an hour before a new day dawns, early risers can admire one of the most auspicious spectacles in nature. We observe how the sky glows red, then orange and then violet, heralding, as the ancient Greeks well knew, hope and new beginnings after the darkness of night.



The Austrian premium eyewear manufacturer Silhouette has drawn on the ancient Greek myth as the inspiration for its latest collection, naming the Eos View collection after the Greek goddess of dawn. With their translucent look and unusual design – with unique 3-D profiling – the frames are sure to catch the eye. Just as the sun appears to glide across the sky, the Eos View full-rim eyewear is practically weightless and exceptionally comfortable. The models feature what we call a "shape-in-shape effect" that creates a symphony of refined color nuances. The delicate interplay of light and dark hues is repeated within the Eos View frames.



The full-rim eyewear gives you the thrill of dawn, with a range of translucent colors like the striking Smoky Blossom, Crystal and Golden Hour. There's two statement pieces to choose from for men and women alike: consisting of a square masculine shape, a modern panto look and two more feminine looks. The red-hot new Eos View collection offers a completely unique experience in vision. When the morning sun slowly lights up the horizon, enveloping the sky in reddish splendor, prepare to experience a breathtaking natural spectacle in perfect definition.



---

**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.

**Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG**  
**[A.Strejcek@silhouette.com](mailto:A.Strejcek@silhouette.com), Telefon: +43-664-237-6934**