

PRESS RELEASE

Fusion

The Fullness of Life

Silhouette's rimless collection – Fusion – helps spectacle wearers the world over experience their personal point of view clearly and openly.

Visible variety can be seen in the 12 temple colours and a wealth of harmonious lens shapes. Perfectly matched temple lengths and lens sizes make customized eyewear possible for everyone. The design of the unisex Fusion collection is discreet. The eyewear blends in with its wearers, making them shine – diverse and distinct.

The combination of contrasts achieves a special effect: The different titanium and SPX materials fuse on the temple to form a harmonious whole. Just as do the colour shades: Metallic and translucent effects create an exciting symbiosis.

Highlights of Silhouette's Fusion collection include "Metallic Coral" in lady-like rosé gold and coral with a soft cat-eye shape and "Metallic Graphite" in dark green and metallic black with a rectangular masculine shape.

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.