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## A BESTSELLING DESIGN GETS A MULTI-COLOR REVAMP

SILHOUETTE GIVES ITS POPULAR SPX ILLUSION COLLECTION A FRESH NEW LOOK.



Silhouette has reached for a new color palette to give one of its most popular full-rim glasses a stunning revamp. The SPX Illusion is an everyday, unfussy, comfortable, totally skin-friendly, and stylish option that is growing in popularity around the world. "What's great about the SPX Illusion is that you get a whole selection of different colors and shapes that go well with what you're wearing and can easily be mixed and matched. On top of that, you also get all the things that make Silhouette special in the first place—stylish design, premium quality, and unparalleled comfort," says Roland Keplinger, Design Director at the Austrian premium eyewear manufacturer. In addition, the glasses are also incredibly lightweight.

### For Silhouette, success comes in many colors

What makes it a bestseller? The build quality, certainly, but just as important is the wide choice of shapes and colors. The range of options cater to every face shape and skin tone. Silhouette has invested considerable time and effort—and brought all its know-how, high-tech craftsmanship and experience into play—into developing new and unusual color accents that bring out the sparkle in the customer's eyes.

The SPX Illusion is available in women's, men's and unisex shapes, and the new colors are: Tricolore Dark Orchid, Caribbean Blue, Olive Lace und Black Lace. The glasses come in opaque, matte tones, or translucent tones.

### The highest quality and comfort with SPX®+

Having such a variety of shapes and colors in the Illusion collection wouldn't have been possible without SPX®+ , the special, high-tech material developed in-house by Silhouette. It is both ultralight and durable, hypoallergenic, and boasts an extremely ergonomic fit, ensuring that each pair of glasses feels tailor-made for the user.



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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**

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

**Silhouette International**

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 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 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

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