

LINZ, NOVEMBER 2019

TIMELESS ACCESSORIES FOR THE EYES

THE NEW 2020 ACCENT SHADES COLLECTION IS HERE TO STAY



The fast-fashion cycle is getting shorter and shorter. One stylish accessory replaces another in no time, and trends of the season sometimes last just a few weeks. If you're a fan of quality products that are built to last, you'll be relieved to know that there are still a few companies out there that are bringing timeless fashion back to life. Instead of reaching for yet another polyester top, dress or pair of pants, smart shoppers are now investing more in clothes and accessories made with high standards of quality and produced using environmentally sustainable methods.



The Austrian premium eyewear manufacturer Silhouette is dedicated to innovation, quality, timeless design and conservation of resources. Even though the company has grown to achieve international success, it has never lost sight of these values. In 2020, Silhouette gave a makeover to its popular Accent Shades collection, which was inspired by the wings of the Peruvian giant blue morpho butterfly. The cool butterfly- and panto-shaped lenses make this collection a perfect choice during the sunny season, as well as in winter. The exciting cutouts in the full-rim models are the perfect finishing touch for any stylish outfit. Whether you match them with your skiing outfit or summer dress, the new Accent Shades always add a touch of coolness. Both the new models cast off the sweet, playful look in favor of an edgy, urban chic that looks radiant in the elegant new colors and extravagant frames.



You can't go wrong with Accent Shades. They leave nothing to be desired, from their innovative design to their Silhouette Vision Sensation® optical lenses which are custom-fitted at the Silhouette Lens Lab. Plus, the Silhouette Light Management® technology offers optimal protection from harmful UV rays. And voilà: Silhouette sun protection lenses are a combination of perfect anti-glare protection, a pleasant brightening effect and brilliant, vibrant colors.



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 1,600 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 2018, around 1.9 million pairs of glasses were sold worldwide (including 1 million in Europe alone) under the company's brands, Silhouette, adidas Sport eyewear and neubau eyewear. The company reported €163 million in revenue in 2018.

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