

LINZ, NOVEMBER 2019

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## ACCENT SHADES

### AN INSPIRING NEW EDITION OF SILHOUETTE ACCENT SHADES



The popular Accent Shades range is expanding to include two new sunglasses models. Inspired by the shape of the Peruvian giant blue morpho butterfly, this collection will now feature one all-new model for women and one for men. The new frames for women will still feature the iconic butterfly shape, but will be adorned this season with stylish cutouts in the intricate full-rim design. The new model for men features a hip round aviator shape with a double bridge that spans the entire upper edge of the lenses. The cutouts are a recurring theme in this model as well, adding to the distinctly cool look. The gold and silver accents on the temples are signature Silhouette, made with the utmost attention to detail which defines this Austrian premium eyewear manufacturer's designs. Both models are made without using screws and offer unparalleled quality and comfort, as well as a classic, timeless look.



The women's sunglasses are available in subdued POL Grey and Classic Brown Gradient, as well as the stylish tones of Glossy Rosé Mirror and Glossy Gold Mirror. The men's model comes in POL Grey, POL Green, Classic Grey Gradient or Blue Mirror Gradient. Each of these models can be custom-fitted at Silhouette's in-house lens lab with optical sun protection lenses from Silhouette Vision Sensation<sup>®</sup>. Alongside high quality and innovative design, functionality and protection are the focus for all Silhouette sunglasses. The patented Silhouette Light Management<sup>®</sup> technology is a perfect example of this. It offers unprecedented protection against harmful UV rays and blue light. The specially developed transmittance ranges of Silhouette's lenses provide a pleasant brightening effect and brilliant, high-contrast color vision, along with perfect anti-glare protection.





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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**

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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