

PERRET SCHAAD

FOR

Silhouette

SPECIAL EDITION

PERRET SCHAAD for SILHOUETTE

Designed with passion



The Austrian eyewear manufacturer Silhouette is once again teaming up with a successful fashion label: this time, the “PERRET SCHAAD for Silhouette” Special Edition presents the iconic Silhouette Titan Minimal Art in a new light.

We enjoy the sensations of city life, embracing its fast pace and diversity, but we also forge our own paths, seeking and selecting a lifestyle we like from an array of choices.



The Austrian eyewear manufacturer Silhouette and the successful design duo Johanna Perret and Tutia Schaad share a common commitment to minimalism.

Jan Rosenberg, the CEO of Silhouette, describes the fourth designer collaboration involving the iconic Titan Minimal Art-The Icon: “*PERRET SCHAAD focuses on individual people just like Silhouette, and this principle informs their functional, yet perfectly-formed designs. The iconic Silhouette Titan Minimal Art-The Icon shares the same DNA.*”



The in-demand designers Johanna Perret and Tutia Schaad make high-contrast fashion creations for urban trend setters. Their style is based around the interplay of colours, materials and shapes. The Berlin-based designers – who have been compared to Jil Sander in the fashion world – have applied their style to the collaboration with Silhouette.

Roland Keplinger, Silhouette’s Head of Design, commented: “*Working with Johanna Perret and Tutia Schaad was very inspiring and we quickly found common ground as designers. It was interesting combining the fashion side of things with our technical know-how, which was a key factor in making this extraordinary piece of eyewear.*”



The innovative Silhouette technology and new PERRET SCHAAD design concept provided a framework to reinterpret the iconic eyewear model TMA-The Icon: the “PERRET SCHAAD for Silhouette” Special Edition looks like a full-rim model, but offers the TMA’s traditional wearing comfort. This is made possible with Silhouette’s “Print On Lens” technology, where the rim is printed

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directly onto the lens. In addition, cut-outs ensure dynamic looks and lightness.

Wearers of sunglasses can choose from four powerful rim and colour combinations to select their view of the world: copper with orange-blue, brass with mint, dark red with grey and gold with caramel. Meanwhile, crystal clear vision is ensured by including an eyewear cleaning cloth in the unmistakeable minimalistic style of PERRET SCHAAD.



“PERRET SCHAAD for Silhouette” will launch during Berlin Fashion Week in January 2018, with the new sunglasses collection being unveiled during their presentation.



Further information: www.silhouette.com/perret-schaad



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 travelled around the world with the Vienna Philharmonic Orchestra, and is worn by a number of big names in entertainment, business and politics.