

PERRET SCHAAD

FOR

Silhouette

INTERVIEW

Special Edition

PERRET SCHAAD for SILHOUETTE



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.

INTERVIEW

What is the PERRET SCHAAD label known for? What do your customers expect from you?



PS: PERRET SCHAAD’s style is known for its versatility and originality mixed with elegance. We design fashion for modern, strong women who switch between business and leisure, work-life and life outside work, comfort and sophistication.

The character of our brand is defined by unusual colour combinations, the materials used and the scale of our pieces. Throughout the whole design process, we are always thinking about real women wearing our fashion.



How did you get into fashion design and how did you meet each other?

PS: We both studied at the Weißensee College of Art in Berlin, but we didn’t get to know each other properly until later, when Tutia was working in design for Givenchy Haute-Couture and Prêt-a-Porter. She was looking for extra help for the upcoming fashion week, and Johanna became part of the team after a mutual friend had put them in touch.



Who do you make your collection for? Who is your target market?

PS: Our fashion is closely tied to our shared multi-cultural identity, the everyday lives of our customers and the city in which we live.

The typical PERRET SCHAAD wearer is modern, self-confident and independent. She values timeless cuts, perfect workmanship and high-quality materials.



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Your fashion is based around colours, shapes and patterns. What was it like to apply your signature style to eyewear as well?

PS: It was important for us to create something stylish and unique when designing the sunglasses. During the design process we thought about the city and how natural and complex beauty is. We drew our first sketches onto a face – Tilda Swinton’s face, as she represents all of that. With Silhouette’s help, we developed a cut-out technology that gives the design a unique modern look and makes it more expressive, whilst at the same time giving it a certain mass appeal.



What makes a collection successful for you on a personal level? Is it the buzz created during the show, financial success or something else?

PS: For us, there are many factors that govern how our collections determine the success of our brand. The most important thing for us is to create designs that people remember.

Conversely, everything from the careful selection of locations for the shows (e.g. Mies van der Rohe’s Neue Nationalgalerie, a Hellweg store for construction tools, an outdoor pool in the evening sun...) to designing pieces that our customers will love, is part of the greater whole. And so everything is vital to our success and how satisfied we are with what we are doing.



Where did you find inspiration for your collaboration with Silhouette? Did you have a prototype for your design?



PS: A designer should always remain open and curious, and we get inspired by the things that we see and feel. For our collaboration with Silhouette, our main source of inspiration was geometry. The basis for our design was a hexagon, with every edge line and angle gradually polished and filed down until we found the right balance between solid and empty spaces.



Let’s talk about your collaboration with Silhouette International. Was there any particular reason why you decided to work with Silhouette?

PS: The main reason that we agreed to this collaboration was that we love the unique way that Silhouette makes eyewear. We just fell in love with everything - the lightness of the eyewear, the wearing comfort and the fantastic, modern look – straight away. Using that as a foundation, it just became a question of creating something new and unique.

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What did you most like about your visit to Silhouette in Austria?

PS: When we visited Linz, we were shown around the factory and met the team. Till this day, we remain very impressed by the way that technology, innovation and production come together seamlessly. The people who help create these products are a fantastic reminder of how much innovation and skill go into making a great product.



Designing sunglasses is obviously very different from your normal design work. How did you set about it? Did you find it challenging? And if so, how?

PS: The biggest challenge in designing the sunglasses was learning how every millimetre changes the proportions of the eyewear, and how this affects the wearing comfort as well as the overall look.



You already design fashion and handbags and now you've done sunglasses – are there any other areas that you'd love to move into?

PS: We did actually make jewellery for our last few Autumn/Winter collections, designing embroidered broaches, wire necklaces and 3d-printed bangles. We love accessories that fit seamlessly within the ensemble of the outfit and which are not "simply" decoration – extras on top – but form an integral part of the look.



Your sunglasses have quite an unusual style. What makes them unique?

PS: The design stands for modern lifestyle. We have always been inspired by a particular type of woman, who has her finger on the pulse and who is confident in the way she thinks and behaves.

You can find it all in the global metropolis where we live - in our design, you can recognise the clean, geometric forms of modern architecture and the neutral, but striking, colours of the city.

We are particularly proud of the effect we managed to create through a combination of cut-outs, coloured lenses and multi-coloured rims, which gives the wearer a feeling of self-confidence and self-image. It was important for us that the design matched our fashion line, because in our minds versatility is the key thing that determines a successful sunglasses design. We wanted to make a statement that not only fits our whole PERRET SCHAAD aesthetic, but also suits our customers' style.



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Customers get an exclusive cleaning cloth along with the sunglasses. Could you tell us anything about it? What does the design stand for?

PS: The eyewear cleaning cloth captures the feeling of endless summer days. These should accompany the wearer throughout the rest of the year, with that feeling returning every time she cleans her eyewear.



Where would you like to see your sunglasses being worn?

PS: We would like our wearers (of either sex) to feel sure that they look great with the eyewear, and wear it with confidence. This feeling is then projected outwards, which in turn amplifies how natural it becomes and how it feels to wear it.



In your opinion, how do sunglasses affect your entire look?

PS: Sunglasses are simply the cherry on the cake. They make every look cooler and a bit more mysterious.

Do you own many pairs of sunglasses yourselves? What do you look for in your sunglasses, and how do you combine them with your look?

PS: Yes, we have lots of very different pairs of sunglasses, and we choose them based on the outfit and colours used. Sunglasses should give you that certain cool touch, but most importantly their angle and shape should match their weight.



How and where do you relax?

PS: There are lots of ways to relax. We can really switch off when we spend time with our children and families: but going to visit an exhibition alone, enjoying a drink with friends, cooking for a party of 12, reading a book or going dancing can be really relaxing too.



Summarise PERRET SCHAAD for Silhouette in a few words.

PS: Elegant, unique and cool.

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.