

LINZ, JUNE 2021

INFINITY VIEW

MAKING A CLEAR STATEMENT



Transparency has been an important concept in architecture for more than 150 years and has made glass the quintessential material of the modern age. The material is perceived very positively as it represents openness, lightness, light and transparency. It all began with Joseph Paxton's Crystal Palace in 1851, which was an architectural icon. Transparency has not only become an important theme in architecture; it has also been widely embraced in furniture design. A good example is the legendary Ghost Chair by designer Philippe Starck, who created an unconventional piece of furniture with a baroque shape but made using an innovative industrial process.



Silhouette has drawn inspiration from the transparent and ultralight materials that have been so successfully used in architecture and interior design in its 2021 Infinity View collection—full-rim prescription eyewear artfully created with a clean and minimalistic look in mind. The one-piece look on the front of the frames make them stand out from the crowd, and the lenses and frames blend into each other without any visible transitions. Silhouette's signature mastery in design is also evident in the collection's harmonious color scheme used across the entire polyamide shield as well as the innovative hinges and temples.



Its transparent looks and lightness—due to its polyamide and titanium construction—as well as the adjustable and trimmable temples have made Infinity View a very popular collection among Silhouette customers. And what's more, it offers an exceptional fit.

Smart and stylish

This innovative makeover means Silhouette can now offer fans of the Infinity View collection an even wider choice of transparent eyewear.



The new, stylish shapes and unusual colors are the perfect choice if you want to create a smart and stylish look. The models for women come in a charming combination of Rosé with Dark Springs—a particularly striking shade of green. And the models for men are available in subtle and modern color options. Meanwhile, the ultra-transparent and ultralight unisex model comes in Silhouette's signature Crystal Clear.



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 2019, around 1.6 million pairs of glasses were sold worldwide and the company reported €161 million in revenue.

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