

LINZ, JUNE 2021

INFINTY VIEW RELOADED

FRESH NEW COLORS FOR THE ULTIMATE IN CASUAL STYLE



Silhouette has given its popular Infinity View collection a stunning makeover. Inspired by the light, translucent materials used in furniture design and architecture, the new collection offers an uncomplicated sense of sophistication. The ultralight shield frames are coated with a special finish, demonstrating that eyewear can look great and feel great in equal measure.



The clear, modern design of these full-rim prescription glasses and their translucent frame, made from a polyamide shield, gives the wearer a sense of infinite vision. The shield and prescription lenses join to form a seamless unit without any visible or tangible transitions. The model comes in four different shapes to suit any type of face, and an extensive color palette to add sparkle to the eyes. The color balance of the glasses—from the front, to the hinges, right down to the temples—is a Silhouette hallmark while the shining, mirrored surface adds a touch of the extraordinary. Customers can choose a cat-eye or panto shape or go for one of four different rectangle designs. The men's models are available in cool, modern, understated colors, while the women's models come in a range of classically feminine shapes in a choice of unusual colors. The collection features a whole gamut of colors including Crystal Clear, Dark Springs, Cassis Sundown, Light Ocean, Golden Olive, Black Silver, Dark Red, Simply Brown, Grey Ruthenium and Pure Black.



And, with a modeled flex-zone in the titanium temple, it's almost as if the glasses were molded to the wearer. Adjustable, trimmable temples offer the perfect fit and due to the unprecedented lightness of Silhouette glasses, they are incredibly comfortable too. With a reinforced center, the specially developed polyamide shield prevents the frame from warping as well as being antiallergenic, UV-protective and dimensionally stable. The latest iteration of this collection features simple glazing with V-bevel technology while the snap hinge offers ease of handling.





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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