

LINZ, JUNE 2018

URBAN JUNGLE

The stunning new look of ultralight SPX®+ eyewear



The Urban NEO Models are the thinnest SPX®+ full-rim eyewear in the Silhouette portfolio, featuring a contemporary retro design, dedicated to lovers of city life who accentuate their personality with individuality. The new generation of the Icon Urban LITE boasts a streamlined temple design in contrasting high-tech titanium. The ergonomic earpieces have been redesigned to offer the highest level of comfort — true precision with a passion for detail. Both the women's Teardrop model, and the unisex Squared Aviator model have been expanded in size without compromising their minimalistic character. Nose pads were added to the aviators to provide optimal stability. A varied palette of colours lends a touch of lightness, featuring nuances of Tangerine, Blackberry, Night Blue, Aqua Blue, Light Mauve and Cool Grey for the women's round full-rim model. The purist aviators are available in Burgundy, Ink Blue, Meadow Green, Light Grey, Black Bronze as well as Black White.

FURTHER INFORMATION:

www.silhouette.com, 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.

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