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THE SKY IS THE LIMIT

THE NEW YORK SKY COLLECTION SEES SILHOUETTE REACH NEW HEIGHTS—OF ELEGANCE AND INNOVATIVE TECHNOLOGY



Far from being an ordinary pair of sunglasses—which just protect your eyes from sunshine—the New York Sky collection goes one step further allowing the person wearing them to shine. Silhouette's latest collection is certainly extraordinary. It sees the premium eyewear manufacturer from Austria combine two of its innovations, for the first time ever, to create some new shapes that are as stunning as they are unmistakably Silhouette. Made to make a statement, the glasses feature a 23-carat gold-plated metal frame which artfully mirrors the curve of the lenses, attached to the frame at the end piece only. Sitting behind the frame are another Silhouette invention: Accent Rings. Made from wafer-thin SPX®+, an ultralight yet extremely durable high-tech material, these multi-color rings seem to float in mid-air around the lenses. But more importantly, the Accent Rings add contour to the shapes, creating a striking 3-dimensional look. "These sunglasses are all about elegance, boldness and urban cool," explains Roland Keplinger, Design Director at Silhouette. Meanwhile, new hinge technology that is fully integrated into the lens makes the glasses extremely easy to handle.

Inspired by New York



The name New York Sky says it all: This model features a three-dimensional, layered look with contrasting luxurious matte and shiny surfaces that is inspired by New York's architecture— and in particular the seamless transitions between the stone, glass and steel that makes up Manhattan's skyscraper skyline. These exclusive, elegant glasses offer the same wow-factor that you get from taking a helicopter ride over the Big Apple. But the comparison doesn't stop there. These glasses have exceptionally lightweight frames, mirroring that same laidback attitude that New Yorkers exude.



The perfect lenses to lift your mood

Silhouette's patented Light Management Technology® helps boost the wearer's mood, contributing to that carefree feeling. With an increased transmittance of yellow tones, the wearer experiences a warmer image and more intense colors, causing less strain on the eyes. The technology also offers 100% UV protection for greater contrast and more brilliant colors. Connoisseurs take note: the New York Sky collection sees Silhouette strive for the highest quality in every respect and every single detail. The sky really is the limit.

FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 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 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

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