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## REACH FOR THE SKY

### THE SILHOUETTE NEW YORK SKY COLLECTION IS A TRIBUTE TO NEW YORK'S BIG CITY FLAIR



Successful urbanites love to set themselves ambitious goals. They want to go further, reach higher and higher, see more, and live more. Silhouette has bottled that entrepreneurial spirit and channeled it into the New York Sky collection. For the first time ever, the Austrian premium eyewear manufacturer has combined two of its innovations into one pair of glasses to make the ultimate statement. A guaranteed head-turner, the New York Sky is sure to appeal to the movers and shakers who have that luxurious lifestyle and want accessories to match. The eye-catching 23-carat gold-plated metal frame follows the curved outline of the lenses—which are attached to the frame by a single join at the end piece and which seem to almost float in mid-air. The profile of the lenses is further enhanced by Accent Rings. Made from wafer-thin SPX<sup>®</sup>+, a material developed in-house by Silhouette, the Accent Rings are fitted around the lens, bringing an extra splash of color for extra flair and creating a striking 3-dimensional look.

#### A luxury lifestyle accessory inspired by New York



"These sunglasses are all about elegance, boldness, and urban cool," explains Roland Keplinger, Design Director at Silhouette. "Made from a lightweight material composite, the combination of shiny and matte surfaces and refined layering is the epitome of contemporary luxury." The new collection was inspired by the high-contrast reflections captured in the glass of the impressive Manhattan skyscrapers. The New York Sky exudes that same carefree urban cool that New Yorkers exude. Of course, it's easy to be laidback when you feel totally unencumbered. And that's the feel you get with these glasses that practically float on top of the nose, offering comfort like no other.

#### Feminine sensuality or masculine boldness

Continuing the theme of relaxed comfort, Silhouette's patented Light Management Technology<sup>®</sup> adds extra warmth, helps to boost the wearer's mood, relaxes the eyes, increases contrast and color brilliance, and offers 100% protection from UV radiation. Light Management Technology<sup>®</sup> is available in both the captivating women's model and the masculine aviator. Connoisseurs take note: The New York Sky is an invitation to effortlessly surround yourself with the finer things in life.



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**FURTHER INFORMATION:**

[www.silhouette.com](http://www.silhouette.com), [www.silhouette.com/newsroom](http://www.silhouette.com/newsroom), [www.facebook.com/silhouette/](https://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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