

IT'S A MATCH!

A SILHOUETTE FRAME TO SUIT ANY FACE

There are many different kinds of face shape: round or square, heart-shaped, oval, or pear-shaped. Which, by the way, is a good thing! Different shapes and designs flatter people in different ways, which is precisely why the fashion industry can be so incredibly creative, colorful and bold. This season, the Austrian premium eyewear manufacturer Silhouette is not just dropping eye-catching new looks with a timeless sense of style, but is switching up traditional fall tones. Four tantalizing signature colors - Soft Sloe, Golden Verde, Digital Teal and Cyber Red - let you show off your personality in style. The new prescription collections Sivista and Lite Duet have it all, with both full-rim and rimless models on offer, and coming in a variety of shapes from dynamic cat-eye to playful butterfly lenses, aviators, panto, and classic square and round shapes. In other words, whatever your face type, you've got your perfect match.

Round faces



Square frames have a narrowing and stretching effect, making them ideal for people with round faces. And if you're already a fan of Silhouette's rimless styles, it's time you checked out the Sivista range. Square-shaped lenses combine seamlessly with wide temples to bring a fresh, on-trend design. Meanwhile, expect the dashing Cyber Red color to turn heads, whilst lending a timeless sense of style.

Pear-shaped faces



Look the part with these exotic cat-eye-shaped frames. The dynamic-looking glasses are wider at the top than at the bottom, syncing perfectly with the wearer's face shape. Meanwhile, the 90s-style Lite Duet glasses in the Soft Sloe color add serious sparkle and a hint of romance to pear-shaped faces.

Heart-shaped faces



Round we go! Round and oval shaped lenses tend to suit heart-shaped faces best, so the broad-templed rimless Sivista models in Golde Verde will frame your face perfectly with their harmonious proportions. The elegant olive-green option pairs beautifully with many other colors and radiates positive energy.

Square-shaped faces



Round and oval designs also flatter square-shaped faces, where they add a certain element of softness and playfulness. Enter the panto-style Lite Duet model with its bold Cyber Red. The head-turning color makes these glasses an instant classic, ensuring you make a vibrant, powerful impression wherever you go. On top of that, Lite Duet models feature Silhouette's signature lightness and exceptionally comfortable fit.

Oval faces



Well, you've hit the jackpot! Because pretty much any shape or design will suit you. Which means that you have the entire panoply of Silhouette styles to choose from. And if an understated or classic look is your go-to, you'll love the Sivista model with round lenses. Its signature Digital Teal color exudes a sense of relaxed confidence (which perhaps explains why blue was recently crowned Pantone Color of the Year 2020).

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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