

LINZ, FEBRUARY 2021

ICONIC EYEWEAR COLLECTION GETS A STUNNING MAKEOVER

NEW SHADES AND SHAPES IN SILHOUETTE'S ICONIC TMA – THE ICON COLLECTION



This season, TMA – The Icon collection by Silhouette – one of the most unique and iconic ranges in the eyewear world – is being enhanced by four new colors and shapes, offering eyewear connoisseurs an exciting new range of designs to choose from. These Silhouette frames are designed to stand the test of time and accentuate the wearer's personality.

The legendary Titan Minimal Art collection has been boosted by the fresh new shades Smoky Blossom, Morning Lake, Golden Hour and Cool Grey just in time for spring/summer 2021. With Silhouette's eye collections, there's a frame to suit every personality, including large, round shapes in Midnight Blue, the classic aviator shape in Mystic Ruthenium, square lenses in Mercury Sand and elaborate cat-eye styles in Moonlight Silver. The TMA – The Icon Collection never goes out of style and exudes a unique charm that withstands the vagaries of fashion.

All frames in the TMA – The Icon Collection are custom-fitted with Silhouette Vision Sensation[®] lenses at the Lens Lab in Linz. High-quality design and innovative technology go hand in hand to guarantee a perfect fit, exceptional comfort and the unparalleled lightness that Silhouette eyewear is known and loved for. For timeless looks and eyewear that never compromises on quality and comfort, there is only one Silhouette.



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 1,500 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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