

LINZ, FEBRUARY 2021

---

## ONE DESIGN. ONE ICON. ONE LEGEND.

### WHY SILHOUETTE'S UNIQUE TITAN MINIMAL ART COLLECTION NEVER GOES OUT OF FASHION



Silhouette's legendary Titan Minimal Art first debuted in 1999. Its minimalistic looks and featherlight feel have now been delighting fashionistas for more than two decades. This iconic range is unrivaled in quality and exudes an air of fascination that has stood the test of time. Austrian premium eyewear manufacturer Silhouette continues to raise the bar by continually innovating and updating this globally recognized eyewear range, which includes both prescription glasses and sunglasses. A particularly stylish member of the Titan Minimal Art family is the elegant "TMA – The Icon" collection, which combines classic design and distinctive looks.



#### Subtle and understated

The TMA – The Icon collection is known for its timeless and minimalist aesthetic. These artfully crafted frames have transcended all the short-lived fashion trends and can be worn with any look. This season, the new, fresh shades Moonlight Silver, Midnight Blue, Mystic Ruthenium und Mercury Sand have been added to the existing color palette.



#### Incomparable

Titan Minimal Art is famous around the world for offering exceptional comfort and unparalleled lightness. If that weren't enough, it also has quality and style in spades. The glasses are not only extremely comfortable, they also provide perfect vision, enabling you to see every moment in sharp focus.

#### Be yourself



Silhouette's iconic range was and has always been ahead of its time. Each model can adapt to suit each wearer's appearance, stylishly emphasizing and expressing their personality. With its unique charm, this iconic model has become a timeless accessory that never goes out of style.



---

**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**

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.

**Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG**  
**[A.Strejcek@silhouette.com](mailto:A.Strejcek@silhouette.com), Telefon: +43-664-237-6934**