



LINZ, MAY 2021

100% SILHOUETTE: LENSES, FRAMES AND SERVICE

ALL-IN-ONE PREMIUM EYEWEAR SOLUTIONS DESIGNED TO DELIVER 100% SATISFACTION

GLÄSER. FASSUNG. SERVICE.

100%
SILHOUETTE

Ever since Silhouette was founded in 1964, it has continually broken new ground with its bold and innovative eyewear solutions. The brand transformed glasses from plain old vision aids into unique and stylish fashion accessories which accentuate the wearer's personality like no other eyewear. And now, Silhouette is continuing to drive innovation with its fully integrated approach to eyewear design. Guided by this pioneering design philosophy, the Austria-based eyewear brand creates its premium quality glasses by perfectly aligning its frames with its own high-quality lenses. Each pair is a work of art tailored to suit every wearer. "For us, '100%' means that every idea, every design and every technique are intrinsically connected, so that even the slightest change in one area results in something that is completely different," explains Michael Schmied, CMO of Silhouette International.

100% SILHOUETTE FROM START TO FINISH

Silhouette's premium quality lenses are created by a team of specialists at the Vision Sensation Lens Lab in Linz, Austria. Each pair is carefully customized to match each set of frames and to meet every customer's exact requirements. From prescription lenses for rimless or full-rim glasses to prescription sunglasses, every pair in the range is 100% Silhouette. Premium service adds the finishing touch, for an experience that is truly 100% Silhouette. By taking this approach, Silhouette has succeeded in combining luxurious eyewear frames with fully customized lenses that are tailor-made to fit.

PREMIUM SERVICE

Silhouette offers a complete all-in-one service, making it easier than ever to configure, order and receive premium quality glasses within just five working days. It's so easy to make the final adjustments in-store using the imprinted centering and adjustment points. Your customers will love how quick and easy it is to achieve the perfect fit. The 100% Silhouette promise guarantees 100% customer satisfaction every time.



A DIGITAL BREAKTHROUGH

Now Silhouette is bringing its 'made-in-Austria' precision to the digital world with its new Vision Sensation app. There's nothing else like it on the international eyewear market. And thanks to this new tool, it's never been easier to configure the perfect pair of glasses. Measure, customize, visualize and order, all at the tap of a button with the Vision Sensation app. Create the perfect pair of glasses with none of the hassle. The app is a powerful sales tool and it saves you time so you can devote more of your attention to advising your customers. They will be thrilled with the wide selection of lens shapes, frames, colors and features to choose from. Just a couple taps of the screen and they can instantly visualize their new favorite glasses.

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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