

LINZ, MARCH 2021

WELL-BEING

A VISION OF RELAXATION

Do you know that feeling of becoming truly one with your prescription glasses and forgetting that you even have them on? There's no better way to pamper your eyes than with the perfect pair of prescription lenses. In addition to the design of your frames, what matters most is the quality and comfort of your lenses. With premium glasses from Silhouette, headaches and pressure points are a thing of the past. The only thing better than their timeless beauty is the incredible comfort they provide. As the world's lightest glasses, they contour perfectly to your face and guarantee a brilliant visual experience. Silhouette's prescription lenses and full-rim and rimless frames are crafted side by side in the same workshop for comfort that is tailored to each customer's individual needs. Prescription lenses never felt better, whether you're wearing them at work, during your workout or all day long.

Blend



A dream come true for fans of rimless glasses! The squared oversized shapes of the Blend collection turn up the feel-good factor. Try them in striking Navy Blue for a particularly lavish look. Made from innovative SPX[®]+ and titanium, the frames in this collection are seamlessly fused to the lenses for a perfect fit that is also fully adjustable.

Lite Wave



No color says high fashion quite like black. Pared back to the minimum, these squared, oversized lenses look enchanting in Silhouette's original Pure Black full-rim frames. And because they're light as a feather, they not only look great, they also feel incredibly comfortable. Making a bold fashion statement never felt so good.

SPX Illusion



It's love at first sight! The ultra-light minimalistic design of these cat-eye lenses looks irresistible in Silhouette's stunning color creation Smoky Blossom. And with their durable SPX[®]+ frames, these glasses are always a perfect fit: extremely flexible yet completely warp-resistant.

Now, all you need to do is sit back, relax and enjoy the view!



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.

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