

LINZ, FEBRUARY 2020

MOMENTS OF COLOR

THE POPULAR MOMENTUM FULL-RIM COLLECTION SHOWS OFF ITS TRUE COLORS

Silhouette is bringing its full-rim Momentum collection to all-new levels. This popular range is expanding to include four stylish new colors. Along with the classically elegant imitation marble and slate designs, customers now have a choice of vibrantly colored new models, adding a stylish new flair to the collection. These frames are far from your average prescription eyewear. The precision and sophistication of the design, which draws inspiration from hand-crafted wristwatches, elevates them to the level of fine jewelry. The clean, elegant design with gold and silver accents gives them a timeless look.

Impress your customers with the high quality, extreme lightness and unparalleled comfort of this exclusive new collection from Austrian premium eyewear manufacturer Silhouette. The frames are made from Silhouette's patented SPX[®]+ material. The high-quality titanium temples, integrated nose pads and innovative Pin-cision hinge technology are all prime examples of Silhouette's unwavering attention to detail. The Pin-cision hinges were inspired by the highly precise linkage techniques used to make wristbands for high-end watches.

The new collection also introduces nine fresh new colors. The enchanting butterfly-shaped model is now available in Golden Brick, Cassis Sundown and Icy Lavender, all designed to create a truly exciting look. The oval lenses come in Champagne Jungle, Magenta Dreams and Golden Brick. The two square-lens models create a refined look in shades of Vintage Havana, Dark Denim, Sandy Grey and Black Matte.

All models are custom-glazed to suit each frame in Silhouette's own Lens Lab using Silhouette Vision Sensation[®].





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 2018, around 1.9 million pairs of glasses were sold worldwide (including 1 million in Europe alone) under the company's brands, Silhouette, adidas Sport eyewear and neubau eyewear. The company reported €163 million in revenue in 2018.

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