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EXACTLY WHAT YOU'VE BEEN WAITING FOR THE PERFECT EYEWEAR COLOR FOR EVERYONE



Back in the 1980s, Cyndi Lauper captured the spirit of the times when she sang, "I see your true colors shining through." Her song went on to be covered by Phil Collins and Justin Timberlake and is considered a true pop classic today. At the heart of this song is a timeless message: that a person's true beauty which lies beneath the surface. The lyrics remind us to embrace our "true colors." Now that 1980s-inspired colors are back and better than ever, there's no better way to express your true personality and show off your unique flair.



It's time to step out of our comfort zones and try something new while still remaining completely true to ourselves. Even if something seems unfamiliar at first, you'll be surprised how quickly you learn to see things differently. In the end, you'll feel so good you'll wonder why you didn't mix things up sooner. Sometimes, all it takes is a little nudge in the right direction from experts such as stylists and eyecare professionals. Prescription eyewear doesn't just help you to see, it is also a great way to accentuate your facial features. The new shades in Silhouette's popular Momentum full-rim collection are a perfect example. Each model is extremely comfortable and made using only the highest-quality titanium and Silhouette's innovative SPX®+. The result is eyewear that feels as good as it looks.



Each pair is available in a unique and refreshingly bold range of colors. No matter what your true colors are, there's a perfect choice for you: a color that radiates your personality and perfectly expresses your signature style. Choose from nine all-new models. The enchanting butterfly-shaped lenses are now available in Golden Brick, Cassis Sundown and Icy Lavender, all designed to create a truly exciting look. There are also oval lenses, available in Champagne Jungle, Magenta Dreams and Golden Brick. Or choose from two different squared lens shapes for a classic, elegant style in understated shades of Vintage Havana, Dark Denim, Sandy Grey and Black Matte. Silhouette makes it easier than ever to show off your true colors. Just trust yourself, pick your favorite color and suddenly a whole new world of possibilities opens up before your eyes.



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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