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CONTOURING 2.0

MULTI-DIMENSIONAL MAKEUP IS IN VOGUE THIS AUTUMN



Geometric forms of all colours have been ubiquitous in 2018. And international fashion weeks are synonymous with unconventional ideas and cutting-edge design – quite literally the place to see and be seen.

Playing with corners and edges

One of the makeup highlights at the autumn/winter 2018 Fashion Week is the unprecedented variety of eyeliner creations – Akris' smokey-eyed mannequins, for example, framed by gold-leaf elements. The Swiss fashion house is breaking with its tradition of no-makeup looks and applying accents with a shimmering finish and a 2-dimensional feel. Gucci is celebrating a rich black, deconstructed version of the classic cat-eye, with the lines partially interrupted and the inner corner of the eye emphasised to draw our attention. Prada is championing bright colours, enhancing outsized pink eyeliner with sparkly rhinestone elements. The Oscar for innovative eye makeup goes to Jeremy Scott, the in-your-face enfant terrible of the fashion scene. His winter collection at New York Fashion Week is inspired by cult films such as "The Fifth Element". Its magic lies in the detail: in fact, you might not notice the sophisticated makeup created by MAC Cosmetics until your second glance. Mini triangular 3D wings decorate the outer end of the eyebrows – a futuristic spin on the omnipresent eyelid line which produces a catlike effect.

Accents to behold

Silhouette is also an expert when it comes to distinctive contours emphasising facial features. And with the new Accent Rings collection, the traditional Austrian company and producer of premium fashion eyewear has taken the idea one step further: in the new collection, classic frameless styles and creative full-frame looks are fused together to form an ultra-light titanium hybrid. With contemporary iridescent colours like salmon, amethyst or petrol, the striking geometric shapes accentuate the wearer's style. The boundaries between eyewear design and makeup begin to blur as Silhouette embraces the latest trends at New York Fashion Week. For example, the TMA – The Icon. Accent Rings, and the 7010 model in cool grey/salmon in particular, shows that futuristic makeup can also be worn as eyewear. Salmon-coloured SPX® rings accent the shape of the lenses and visually enhance the feminine cat-eye look. The collection has a vast range of models, giving customers plenty of freedom to create individual looks. With six lens shapes, six accent rings colours and six frame

colours, there's a choice of over 200 possible variants. A cool no-makeup look can be purposefully combined with geometric colour trends to bring catwalk style to the street with extraordinary cat-eye eyewear.

FURTHER INFORMATION:

www.silhouette.com, 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.

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