



LINZ, DECEMBER 2020

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## EXPERIENCE SILHOUETTE'S PREMIUM EYEWEAR THROUGH THE MAGIC OF DIGITAL

### A NEW VIRTUAL TRY-ON TOOL LAUNCHES SILHOUETTE INTO A BRIGHT DIGITAL FUTURE

Over the past few years, prescription glasses and sunglasses have gone from being mere visual aids to fashion statements in their own right. All of a sudden, it's never been so important to pick the perfect pair of glasses.

Silhouette designs and produces premium eyewear that is as multifaceted as the people who wear it. Whilst the glasses enhance each individual's personal style - with customization options for the design, lens shapes and colors - their incredible lightness and supple form also allow them to become one with the wearer. The result is premium eyewear that combines great functionality and timeless charm to become an indispensable part of your wardrobe.

To help customers choose the perfect glasses, Silhouette is now offering a virtual Try-On tool that allows people to experience its extensive range of products online. Innovation and a pioneering spirit have always been part of Silhouette's culture and the virtual Try-On tool continues in the same vein, setting the company on the road to a bright digital future.

From the end of December, anyone looking for a favorite new pair of glasses can experience Silhouette's premium products through the magic of digital. Customers can now discover a select range of prescription glasses and sunglasses at any time, without even leaving the house.

Silhouette's virtual Try-On tool turns customers' screens into mirrors and helps them pick the perfect pair of Silhouette glasses from the comfort of home. Choosing glasses has never been easier. Customers can simply look for models they love, try them on virtually and see which glasses accentuate their personal style best.



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**FURTHER INFORMATION:**

[www.silhouette.com](http://www.silhouette.com), [www.silhouette.com/newsroom](http://www.silhouette.com/newsroom), [www.facebook.com/silhouette/](https://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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