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BUSINESS WAS USUAL

SILHOUETTE'S VENTURE COLLECTION STRIKES THE BALANCE BETWEEN BUSINESS AND LEISURE

A business outfit is less about the actual clothing and accessories and more about the message of professionalism that it conveys. On the other hand, business attire can often be boring. But with Silhouette's new Venture Collection, it doesn't have to be. These are glasses that are packed with personality. Their dynamism and energy make them perfect for the modern business professional, whether they're in the boardroom, enjoying a post-meeting round of golf, or going sailing. Part of the secret to creating an elegant yet contemporary look is going for a rimless style. And happily, Silhouette is the world leader in the premium segment for rimless glasses.

High-tech meets handcraftsmanship

The versatile Venture models are part of the Elegance Collection, pairing dynamic and timeless looks with meticulous, exquisite handcraftsmanship and high-tech manufacturing. "These glasses convey a modern kind of masculinity, with a clean, bold aesthetic exemplified by features such as the shape of the temple and the diagonal detailing. The precision-milled grooves with their color contrasts definitely catch the eye," explains Roland Keplinger, Design Director. Inspired by the engravings typically found on men's accessories, the diagonal detailing on the temples certainly do that, adding an instant dash of sports flair. Meanwhile, a lot of work is done by hand—from the hand-polished or brushed temple surfaces to the hand-painted embellishments. Like all Silhouette glasses, this is Austrian handcraftsmanship at its best.

Light, exclusive, versatile

As part of the Elegance Collection, the Venture models are 23-carat gold plated on both the monochrome and two-tone temple options. The combination with high quality materials makes them exceptionally light, flexible, durable, and skin-friendly. Meanwhile, the flagship model features an octagonal shape and has been exquisitely finished with brushed rhodium and fine black detailing.





FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 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 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

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