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AN ICON ALWAYS CAUSES A STIR ATTENTION

THE TMA – THE ICON FROM SILHOUETTE WITH ITS TINTED LENSES IS THE NEW TRENDY MUST-HAVE



Frameless eyewear with tinted lenses is very in tune with the times. They're as popular with celebrities as they are on social media. The TMA – The Icon from Silhouette combines both, has an enthusiastic following and causes a stir. This becomes clear, for example, in the partnership between Rita Ora and Austria's global market leader in rimless premium eyewear. The acclaimed singer wowed her 20+ million social media followers with the tinted TMA -- The Icon from Silhouette.

An icon worldwide – and beyond



The TMA is an iconic, award-winning masterpiece of minimalistic design. Its fans are at home all over the world – and even beyond. Astronauts regularly take the TMA with them into space. Four new, stylish lens shapes with tinted lenses now make the classic a must-have, especially for young trendsetters. The trendy-colored look is casual and cool at the same time. Tinted lenses make the world more colorful for wearers, are demonstrably conducive to a better mood, and, this year, are an integral part of catwalks right across the world. As the market leader in rimless eyewear, Silhouette offers a perfect selection for trendy new eyewear with a range of new colors and lens shapes. This means that TMA – The Icon is now the benchmark in premium eyewear, even for young target groups.



Exciting shapes and colors.



The premium eyewear cuts the mustard with its dynamic profile, ensuring an iconic look. Its puristic high-tech titanium temples and signature hinge-free technology guarantee a perfect fit and maximum wearing comfort. In short: This icon is perfectly styled right down to the temple tips. Rounded Teardrop, Aviator, Round and Angled Butterfly offer a choice of innovative new lens shapes. When it comes to color, you can choose between Radiant Rose Gold, Cosmic Blue, Mystic Ruthenium and Spheric Silver.



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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