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## AN ICON WHICH IS ALL THE RAGE

### THE TMA – THE ICON BY SILHOUETTE DRAWS ATTENTION WITH STYLISH TINTED LENSES



Silhouette's TMA is an iconic, award-winning masterpiece of minimalist design. Its fans are at home right across the world and even beyond. Astronauts regularly take the TMA with them into space. But the success story doesn't stop there: Four new, stylish lens shapes with tinted lenses now make the classic a must-have, especially for young trendsetters. After all, premium rimless eyewear and tinted lenses are now all the rage with celebrities and on social media. The TMA – The Icon combines both. It's no wonder that the icon is enjoying growing popularity across all age groups.



Rita Ora wows her fans with the tinted TMA – The Icon.

The trendy-colored look is casual and cool at the same time. The TMA – The Icon makes its wearer look more exciting and conjures up a smile on the face of any observer. 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. A spectacular collaboration with Rita Ora accounts for its current popularity: The acclaimed British singer wows her 20+ million social media followers with the tinted TMA – The Icon from Silhouette.



#### Perfection right down to the temple tips.



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.



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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**

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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