



LINZ, DECEMBER 2021

## GERMAN DESIGN AWARD: SPECIAL MENTION FOR SILHOUETTE

THE SILHOUETTE IDENTITY COLLECTION WINS THE AWARD FOR OUTSTANDING DESIGN QUALITY.



The renowned German Design Award (GDA) is celebrating its 10th anniversary next year. To mark the occasion, an elite panel of international judges came together on November 15 to announce the winners for the 2022 awards. The theme of this year's GDA is "Thinking like a designer." The awards shine a spotlight on designs that rise to the challenges of our time and bring innovative new approaches to product design. For the fifth year in a row, a design achievement from Silhouette, premium manufacturer in the rimless eyewear segment, received an award. The Silhouette Identity Collection has won a Special Mention in the category Excellent Product Design (Lifestyle and Fashion). This honor is awarded to designs that stand out for their innovative approach or that include particularly cutting-edge elements. The award ceremony will be held in February, 2022.

### The collection with twin personalities

Always eager to embrace new design ideas, Silhouette turned to the minimalism of modern architecture for inspiration when creating its award-winning Identity collection. According to Silhouette Head of Design Roland Keplinger, "The Identity design focuses on strong proportions, smart connections and sophisticated technological solutions. We took inspiration from architecture to create a bold design that speaks for itself and is accentuated by the use of two materials: SPX®+ and titanium, which we fuse together without adhesives. The balance between the two creates an exciting contrast. The screwless hinges are built to last for years without ever needing maintenance." Each pair of Identity glasses features a stylish finishing touch with surface textures inspired by the beauty of nature.

### About the German Design Award

The German Design Award is a leading international prize that recognizes unique product and communication design. It is one of the world's most highly regarded design competitions. The prize is awarded by the German Design Council, a governing body that oversees German brands and designs. This body's top priority is to represent the German design industry. Founded in 1953 through a German government initiative, the Council supports the international business community in





creating consistent brand value through design. This makes the Council one of the world's leading centers of knowledge for communication and brand management in the field of design. The Council's exclusive network of foundation members includes trade associations, institutions and the owners and brand managers of many well-known companies.

For more information and an online gallery of all the winners, visit

[www.german-design-award.com](http://www.german-design-award.com)

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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.

**Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG**

A.Strejcek@silhouette.com, Telefon: +43-664-237-6934