



LINZ, NOVEMBER 2022

AN ICON TURNS TRENDSETTER

WITH THE NEW TMA LALIGNE, SILHOUETTE COMBINES THE MODERN LOOK OF EYELINER WITH ITS MINIMALIST, TIMELESS ICON.



We're seeing it on the catwalks, at events and on lifestyle programs: fashion-conscious women prefer not to apply their eyeliner to the eyelid in the classic way, but over it instead. They trace the contour of their eye upwards with a flick, creating a virtual work of art that is quite striking. This is a widespread trend in makeup and cosmetics. Silhouette has picked up on this and has proved how flexible the timeless icon Titan Minimal Art (TMA) can be. Silhouette's TMA is considered the most famous rimless eyewear in the world. The new interplay with accent rings adds another dimension, creating a modern look for the TMA LaLigne.



Three-dimensional accent rings

"The accent rings of the Titan Minimal Art LaLigne have a three-dimensional structure. They give a fresh look to the face, as a result of their shape being partially outlined with color. With the graphic eyeliner trend, we're once again seeing some very nice examples of how lines can set interesting accents," explains Roland Keplinger, Design Director. The global market leader for rimless, premium eyewear from Austria has proved with the TMA how ultra-light rimless Silhouette eyewear can be. The TMA LaLigne emphasizes this characteristic lightness with its expressive color scheme: the bright, fresh highlight colors of azure, lime, orchid and black have a carefree and happy feel.



Style statement for cosmopolitan women

This model is a contemporary, colorful, style statement for cosmopolitan women. It has succeeded in creating a separate product line between rimless and full-rim eyewear. The TMA LaLigne's hingeless technology ensures a perfect fit with supremely long-lasting and unparalleled comfort. The temples can be individually shortened and are finished with an exquisite, titanium ring. A specially designed cleaning cloth ensures clear vision at all times. This means that everything is in place for a timeless, yet on-trend, look. Whether on the catwalk, in the office or in a café, the TMA LaLigne will always make you look stylish and confident.





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 Group

Headquartered in Linz, Austria, the Silhouette Group is the world's leading manufacturer of premium eyewear, with over 1,300 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 2021, around 1.3 million pairs of glasses were sold worldwide and the company reported €158 million in revenue.

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