

MODERN ART FOR YOUR EYES ONLY

THE NEW ARTLINE COLLECTION FEATURES EYECATCHING LOOKS FOR TRUE DESIGN CONNOISSEURS



Modern art has found a new medium. Instead of adorning rooms and buildings, we can now experience line art directly on people's faces. In line art, the artist draws a single, continuous line and Silhouette has adopted a similar approach with its innovative Artline models, part of its Elegance Collection. Aimed at design connoisseurs, lovers of minimalism, and free thinkers, the ultralight glasses feature a pared back, lively aesthetic and stunning line art motifs.



Lenses magically suspended in mid-air

Amazingly, the lenses of these full-rim models seem to float in mid-air while the gold-plated frames offer an unusual and eye-catching backdrop. Is it magic? Not quite. The sleight of hand involved isn't wizardry, but Austrian handcraftsmanship. Keen observers will note that the shapes of the gaps between the lens and frame are reflected in the temple design. "Using geometric shapes in oversized looks gives the overall design a feeling of lightness," explains Roland Keplinger, Design Director at Silhouette, the global leader in premium rimless glasses.



Ultralight, understated, luxurious line art

The Artline Collection is made for true connoisseurs who remain young at heart and want to find new and bold ways of expressing themselves. But while the glasses certainly make a statement, they keep a sense of understated cool. The models are light by design, both in terms of aesthetics and the choice of 23-carat gold-plated titanium as a material. The gold-plating also makes them exceptionally skin-friendly, flexible, and durable. The flagship model in the Collection features octagonal-shaped frames fashioned from pure rose gold. Connoisseurs take note: the Artline range is ushering in a new movement in modern art.





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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