

LINZ, SEPTEMBER 2021

MODERN ART FOR THE EYEWEAR CONNOISSEUR

THE FULL-RIM ARTLINE MODEL JOINS THE ELEGANCE COLLECTION



Modern art is often kept behind glass. But with the Artline Collection, the glass is the art. Or rather, the glasses are the art. Observe how the lenses seem to float in mid-air behind their ultrathin, gold-plated frames even though they are suspended from the cheeks. And note how the shape of the gaps between the lenses and the frame is repurposed as a design element in the form of lasered cutouts in the temples. And how clean and seamless the overall design is, from front to temple, and back again.

Has luxury ever looked so light?

Masterfully crafted, the Artline Collection has been made using 23-carat gold-plated titanium to provide unprecedented lightness, flexibility, and durability—as well as being skin-friendly. Inspired by jewelry, the precious metal surfaces of the laser-cut eye rings are available in both monochrome and two-tone versions. The flagship model is a real head turner, with its octagonal shape and pure rose gold finish. Thanks to its intuitive design the Artline models have excellent build quality and are extremely comfortable to wear.

Line art for connoisseurs of understated luxury

The modern curves and playful lines of the glasses were inspired by line art sketches which consist of a single, continuous line. The Artline models are aimed at eyewear connoisseurs who want glasses packed with personality—modern, youthful, and highly authentic— but which also retain an air of understated cool.





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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