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WHAT IS YOUR SUMMER HOLIDAY STYLE?

SILHOUETTE SUN – VISIONARY DESIGN WITH EVEN MORE COLOUR.

The top summer holiday destinations for 2018 are already beckoning. But who is travelling to where? Whether on a city break in London, on a beach getaway to Bora Bora or at a chic bistro in St. Tropez, high-quality sunglasses from Silhouette are the ideal way for any traveller to protect their eyes from UV-A, -B and -C rays. Plus, they add the finishing touch to any summer outfit. Here are a few tips to help you choose the perfect look, wherever you may roam this summer!

The Sun Worshiper.



Bora Bora, the idyllic atoll to the northwest of Tahiti, is a secret paradise for beauty-seekers and rugged individuals. Who needs mainstream when you've got dazzling scenery and crystal-clear waters? It's the perfect port of call for an unforgettable sailing trip. While out at sea, protect your eyes with INFINITY. The innovative glass-in-glass technology of the INFINITY collection is as unique as its wearer. These frameless sunglasses look as if they have a full rim. Through in-line glazing, the inner lens transitions virtually invisibly into the outer edge. Whether in bonbon or a classic colour, its nuanced gradation into soft blue and nude tones guarantees endless hours of outdoor pleasure.

The Urban Explorer.



Oslo: Hike & bike. For an exciting city trip, Norway's capital city stands out from the crowd this year with two anniversaries at once. The reigning royal couple are celebrating 50 years of marriage, and the monumental opera house is turning ten years old: that's reason enough to check out this city's abundant fashion and art scene. Why not explore it all by bike? Fitted with the purist, ultralight URBAN SUN, manoeuvring through city traffic has never been so much fun. Minimalism with uncompromising quality. Even after pedalling around town all day, these sunglasses still guarantee effortless comfort. URBAN SUN is available in men's and women's models.

The Nature Lover.



The Alpbach Valley in Tyrol is one of Austria's loveliest regions: authentic, one-of-a-kind and totally back to nature. It owes its idyllic charm to the characteristic style of its picturesque farms with their intricately detailed, historic wood-frame houses. This sense of tradition and longevity has also defined the Silhouette family business since 1964. Timeless classics like the ADVENTURER AVIATOR are at the core of Silhouette's DNA and are the perfect expression of our personality. The new edition of the aviator style is beloved for its harmonious, oblong lens shape in alluring, nuanced colour combinations like blue-nude or teal-rose. Plus, most of the new sunglasses models are available with optical lenses.

The Jetsetter.



Spending a few free days on the glistening coast of the French Riviera, taking it easy and loving life: there's hardly a place in the world more glamorous or inviting than St. Tropez. The former fishing village has earned a reputation over the years as a hotspot that is prized and loved among international high society. No jetsetter can do without a summertime hop over to the Côte d'Azur. For maximum appeal, you cannot beat the cat-eye model, TMA ATWIRE. With its shape-in-shape design, which was paired for the first time with a rimless Silhouette, these unique sunglasses are sure to turn heads amongst the parasols at the beach club. The choice is yours: ATWIRE is available in a range of understated colour-in-colour variations or with colour-accent outer contours.

The Festivalista.



Feeling freedom, with once-in-a-lifetime experiences and laidback summer vibes: fashionistas who live and love festival style complete their look with the cool TITAN BREEZE. Made from featherlight titanium, they are practically weightless, making them a stylish choice for any scene. Suiting women and men alike, their uniqueness and airy colour gradations stand out in any crowd: from April at Coachella to September at Burning Man.

FURTHER INFORMATION:

www.silhouette.com, www.facebook.com/silhouette

Silhouette

What began in 1964 with a vision – eyewear as an accessory – has today become the world's leading brand in lightweight quality eyewear: Silhouette. Under this brand, the lightest eyewear in the world is produced in Austria with a great love of detail, crafted mostly by hand in an individualized design using only the best materials and state-of-the-art technologies and exported to 100 countries across the globe. In 1999, Silhouette revolutionized the world of eyewear with Titan Minimal Art weighing just 1.8 grams, with no rims, screws or hinges. Silhouette eyewear has accompanied astronauts into outer space on 35 missions, has traveled around the world with the Vienna Philharmonic Orchestra, and is worn by a number of big names in entertainment, business and politics.

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