

LINZ, JUNE 2021

MOMENTUM SELECT

A FULL-RIM FRAME DESIGN CLASSIC



Introducing this season's most fashionable couple—the successful Momentum collection and Silhouette's hallmark in-house design, the ultralight Accent Rings. The winner of the 2020 RedDot Award, the Momentum Select collection combines the best of two worlds, offering glasses wearers all the advantages of rimless frames with all the panache of a full-rim model. The sense of style is dialed up further with a timeless and classic black and gold color combination that lends the light glasses a dash of luxury that suggests fashion-forward confidence.

Using its expertise and attention to detail, Silhouette is currently creating timeless statement pieces as the company seeks to raise the bar in premium craftsmanship. Take Silhouette's distinctive Momentum temple, which has been precisely crafted with a matte metal finish and glossy edges. For its Pin-Cision hinge, the premium Austrian manufacturer took inspiration from the craft of luxury watch-making to create a trailblazing design. The temple is individually adjustable and trimmable, guaranteeing the perfect fit and maximum comfort. Meanwhile, the modeled flex-zone crafted into the titanium temples in the Momentum Select collection is setting new standards in terms of feel and comfort.

Combining stylish looks with an exclusive black and gold color palette, the glasses also come with a selection of unusual lens shapes—cat eye, butterfly, panto, and oversized rectangular lenses—to ensure that the wearer is the center of attention. Harmonious proportions ensure that the glasses look as light as they feel while the ultra-thin Accent Rings add an extra touch of sophistication to the stylish frames that accentuate the wearer's chosen lens shape. Fitting them is simple with inline glazing. What's more, the intricate Momentum temple adds a touch of luxury to this model.



FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, 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.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,600 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 2019, around 1.6 million pairs of glasses were sold worldwide and the company reported €161 million in revenue.

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