

LINZ, JUNE 2021

MOMENTUM SELECT

UNDERSTATED GILDED ELEGANCE



There is no doubt that opposites attract. And there are few color combinations that contrast quite as strikingly as black and gold. Black is the color of elegance. It symbolizes individuality and an aesthetic that never goes out of fashion. You only need think of the legendary LBD—the classic black dress that is perfect for every occasion, especially when paired with just the right accessories. The allure of gold also knows no bounds. The color of luxury, it has had the power to captivate royalty and VIPs since time immemorial.



Silhouette's exclusive Momentum Select collection is also defined by the subtle elegance of the black and gold color combination. This special edition collection comprises four models and is only available at selected opticians. Contemporary lens shapes form a perfect whole with the ultra-thin black Accent Rings — bringing together the best of two design concepts to create an exceptionally clean, elegant and sophisticated look. The combination of black and gold accentuates the stunning accents on these rimless glasses, which are only usually seen on full-rim frames.



An exclusive collector's piece in black and gold

The Momentum Select collection is every eyewear collector's dream, with four distinctive lens shapes that are guaranteed to turn heads. The classic combination of black and gold never goes out of style and accentuates every look. Whether paired with a glamorous evening dress at a gala dinner or with a polo shirt and sneakers at your favorite café — these glasses will bring out your own personal style, highlight your personality and add a touch of understated luxury, depending on your mood.



The invention of the Accent Rings in 2018 marked the reinvention of eyewear by Silhouette, Austria's leading manufacturer of premium eyewear. Since then, many have tried without success to emulate the look of rimless glasses with a full-rim look. The sophisticated fusion of the rimless and classic full-rim styles even earned Silhouette the coveted RedDot Design Award in 2020. With its unique looks and inimitable style, the Momentum Select collection is set to continue flying the flag of Silhouette's design success.



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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