



PRESS INFORMATION

Silhouette SUN 2011

Classics for more than one season



Responsible indulgence is one of credos of current lifestyle trends. Luxury is not projected toward the outside, it is worn on the inside. Excellent craftsmanship takes precedence over massive logos. Fashion and accessories which facilitate indulgence and joy while quietly underlining the wearer's personality have now won a permanent place for themselves. New emphasis is being placed on quality, handcraft is valued once again – even in sunglasses. The rimless design of the 18 models in Silhouette's 2011 sunglasses collection comes to life through the art of reduction while harmoniously standing by their wearers. The collection's colours have been inspired by nature and include green, grey and brown in various shades as well as soft earth or apricot for a feminine look. The 18 rimless sunglasses models in Silhouette's 2011 SUN Collection are available now from opticians worldwide.



There are around 200 work steps – largely carried out by hand – involved in bringing perfection to each one of Silhouette's sunglasses. The shades are produced using only the highest quality of materials, all handled with consciousness responsibility. Silhouette sunglasses are largely crafted by hand in Austria and provide some of the best combinations of quality and tradition. This has turned them into the best form of protection with an indulging relaxation programme for the eyes.

Eleven years after its invention, **SUN Titan Minimal Art** continues to be the highest expression of purity among sunglasses while maintaining its status as a style icon. It's found in the 2011 SUN Collection with four various lens forms and six colour variations. The 8568 model is experiencing a revival. It is considered to be an icon for rimless sunglasses and familiar to many TV series fans with its classic oval lenses. With its large number of colour variations – from brilliant gold to luminous black chrome and brushed antique green – this model is a *must have* providing perfect protection from the sun's rays, which can sometimes be dangerous.



Wherever the sun goes, glamour follows. As do **Silhouette Dreamwings** luxury sunglasses – a gem under sunglasses. Glamorous, young elegance is what distinguishes the lightest shielding eyewear of the season. The sunglasses enthusiast can select between the three lens colours of grey, earth and apricot and can look forward not only to ornamental accessories with soft decorative elements, but also to a comfortable relaxation programme for the eyes.

Silhouette®

PRESS INFORMATION



This also applies for the sunglasses from the **Silhouette Mystero** series, whose comfortable plastic temples gently adjust to their wearer's face. The rimless lenses have been smoothed on the sides and masterfully trace the contours of the wearer's face, making these shades an utmost beautiful piece of facial jewellery.

Those who use **SUN Dimension** to protect their eyes from the sun's rays express dynamism and sportsmanship. The soft temples and the wrap around design will uniquely woo any face with gentleness. The polarised lenses provide perfect protection from the dark sides of the sun.

Those taking a pair of **SUN Titan Design** make a decision for the classic of tomorrow. These models are timeless yet contemporary, winning wearers over with their careful contrasts along tapered temples. The three lens forms – ranging from round to square – are an expression of the versatility rimless sunglasses have for expression while also providing protection from the sun.

The classic **SUN Softtouch** draws attention with its soft haptics and subtle straightforwardness. Its models are treasured not only by men.



Intelligent protection from the sun with a relaxation programme for the eye

The most efficient and intelligent answer to the sun's rays, which at times can be dangerous, is IQ POL, an exclusive Silhouette development. The polarising protective lenses – used in 12 of the 18 models in the 2011 SUN Collection – eliminate bothersome reflections, which lead to misperception and can place immense strain on the eyes. Sunglasses with IQ POL lenses offer the eyes a unique relaxation programme in which they tire less quickly and can relax even under strong glare – and all this with more intense colour and contrast perception.



Blue light, the part of the visible light spectrum which can also be responsible for long-term eye damage – such as cataracts or macula degeneration – should also be kept away from the eyes efficiently. Silhouette sunglasses make this possible with a blue light filter, absorbing up to 87% of blue light.

100% protection from UV light with a wavelength of up to 400 nanometres is a given with all models from the 2011 SUN Collection, available with absolute colour fidelity with the lens colours green, grey, brown, earth and apricot.

Silhouette®

PRESS INFORMATION



Bothersome water drops bounce off the water repellent coat on the sunglasses, while bothersome glares are deflected by the 5x anti-reflection coating on the interior side of the lenses. Each pair of Silhouette sunglasses is the result of numerous innovations.

The 18 unique sunglasses models in the 2011 SUN Collection are available from select opticians worldwide starting in the autumn of 2010.

Further information can be found at www.silhouette.com

Sales Reps:

Jacque Visagie: Silhouette RX & Sun; Gauteng, PTA, Mpumalanga, Limpopo, Swaziland – 079 494 5898

Emily Elson: Silhouette RX & Sun; Gauteng, KZN, N. Mpumalanga, N. West, Botswana, Vaal – 072 782 2508

Jennifer Tonkin: Silhouette RX & Sun; E. Cape, W. Cape, N Cape, OFS, Namibia

For further information, please contact Moscon on: Tel (011) 483 8001 or visit www.moscon.co.za



Editors: For further information please contact Stacy Le Roux on (011) 483 8001 or pr@moscon.co.za