



## **FENDI Spring 2011 Collection** *Sunwear & Ophthalmics*

The Fendi story began as a brand made of entrepreneurship and creativity, craftsmanship and technology. Today in collaboration with Karl Lagerfeld, the versatile interpreter of the brand image, Fendi is a multinational luxury goods brand standing for luxury and premium quality.

The Fendi sun and ophthalmic collections are not to be missed – luxurious and ultra feminine – these styles will bring out the glamour in everyone.

Fendi is for stylish sophisticated woman whose life is filled with glamour.

The FENDI Spring 2011 Eyewear Collection is an array of lustrous frames crafted of rich zyls and molded metal. Skilled craftsmanship and unique accents make the FENDI collection fashionable and intriguing.

### **Fendi Sun 2011**

The Classic collection of Fendi handbags feature smooth lines and metal corners, inspired by images of jet setting Hollywood stars. Translated into a unique frame featuring metal corners with the Double “F” logo, give the sunglasses the look of sophisticated fashion. Featured in black, pearl grey, brown, and havana.



FS 5175

Fendi’s influential “F” logo pattern is widely used across many of Fendi’s products and is now transposed into exquisite sun designs. Many of the models are inspired by the world renowned handbags. The Double “F” logo is featured on the temples of the frames.



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### **Fendi Optical 2011**

The optical frames are also inspired by Fendi’s world renowned handbags beautiful metal frame fronts which are accented with plastic temples that have the well known Fendi Double “F” logo. Other intricate designs of the Ethnic family are inspired by the Baroque component of the five pillars. The unique detailed cut-outs of the temples exude luxury and style.

The ophthalmics appeal to both the trendy and classic Fendi consumers, with beautiful detailing, colouring, and feminine eye shapes.

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