

**PRESS  
RELEASE  
SS 2012**

THE NEW  
SUNWEAR  
COLLECTION

**E L L E**

# PRESS RELEASE

## SUN SS 2012

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ELLE espouses contemporary modern femininity. Ever optimistic, ELLE is open-minded and intuitive with a liberal sprinkling of fun and frivolity. ELLE embraces fashion but cleverly distils the latest trends creating an accessible, individual and above all chic look for each new season. With a generous dash of French sensuality, ELLE reinvents every new fashion moment with unsurpassed flair and cachet.

Striking graphic colours, softly flowing silhouettes, and statement-making jewellery and accessories are the key trend elements providing the vision for ELLE Eyewear's 2012 summer selection. Structured frame forms are enhanced by vibrant new hues or elegantly enunciated colour blocking with contrasting but stylishly complementary tones on front and temple. New colours and inventive colour interplay are explored including wine or nude pink, tie-dye or stripes. Feminine sensuality is underscored by beautiful stringed pearl details or expressive ELLE logo graphics.

As always, the ELLE Eyewear collection provides great high fashion looks in top quality, beautifully rendered materials at an affordable price.

### EL 18942

Softly oversized, slender frame and elegant string of pearl details in silver or gold are the key features of this chic feminine style. The brown-red combo and luscious pink styles are to die for with head-turning gradient frame hues.

- BK Black
- BR Brown
- GR Grey
- PK Pink



### EL18943

Solid tones and a dainty string of pearl temple set this subtly rounded frame style apart. Complete a cool summer linen look with pure white frame featuring precious silver pearling and alluring graded lenses.

- BK Black
- BR Brown
- RE Red
- WH White



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### EL18946

A medley of luminous colour blocking depicts this seductive feminine style. Playful colour toning is expressed through marble effect frame fronts with contrasting temples and arms or solid front with accented arms. Trendy summer hues are out in force with scorching all over red, cool marbled blue with bright white arms or elegant black with warm tortoise.

- BE Beige
- BK Black
- BL Blue
- BR Brown
- RE Red



### EL18950

A superlative design feature ensures that the eye is instantly drawn to a unique and stunning aspect of these beautiful ELLE frames. The elaborately fashioned temple and arm are inspired by richly coloured artistic stained-glass windows. The attractive bold front appears in complementary shades making this one unique and stand out summer style.

- BK Black
- BR Brown
- PU Purple
- RE Red



### EL18951

Graceful frame fronts effortlessly annex lithe arms via a decorative ELLE logo in an exquisite gold or silver plate. Inspiring and inventive colour choices bring out the best in this wearable acetate style with khaki pink marble renderings or soft marble brown with candy coloured pink. Match this glamorous summer look with a bohemian floral style and simple straw hat.

- BK Black
- BL Blue
- HV Havana
- KH Khaki
- PK Pink



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### EL18954

A subtle sophistication is implied by this sun style with soft-edged, curvy frame fronts in simple mono or two-toned shades and elegant rounded ELLE logo. Feminine and understated!

- BK Black
- GR Grey
- HV Havana
- PU Purple



### EL18956

An elaborate multi-metal-plated ELLE logo and daring colour plays make this exotic acetate frame the most glamorous option for tropical summer days. A clever effect with colour glints such as yellow flecked red or pink and green flecked blue ensures that these sunglasses embody the ELLE philosophy of flair and originality in style.

- BK Black
- BL Blue
- HV Havana
- RE Red
- VO Violet



### EL18959

A dash of pizzazz is conveyed by this summer frame with diamond cut, glassy translucent front smoothly offset by solid, opaque arms featuring a graphic metallic ELLE logo. A cosmopolitan and chic accessory for every summer season occasion.

- BK Black
- BR Brown
- PU Purple
- WI Wine



# ELLE

### ELLE Kids

Thank heavens for little girls and thank heavens for an adorable spring summer range of ELLE Kids sunglasses, with a perfectly cute and pretty frame style available to suit every playful little princess. Made of the highest quality materials, the ELLE Kids sunglasses make for comfortable wearing, are colourful and age-appropriately stylish for 4-10 year old girls.

#### EL18240

That funny cat *Mistigris* saunters across the temple and lens corner on four colour variations of this jolly little girls' frame style. Solid pink and red shades are great for a big day out at the beach while sunny yellow and white or black and pink combos look totally cool with the hippest summer shorts and Ts.

BK Black  
PK Pink  
RE Red  
WH White



#### EL18241

Feeling ever so grown-up, these rounded, oversized frames in fresh ice lolly colours are prettily decorated with an elegant *Mistigris* cat temple logo and souped-up with graded lenses and colour tapered arms.

BR Brown  
GR Grey  
PU Purple  
RE Red



# ELLE

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### EL18243

Playing at the pool or enjoying a yummy ice cream with friends, these sunglasses are the perfect accessory for dainty little girls. In four vibrant shades including cherry red and popsicle pink, the ELLE signature logo on the graded lenses and metal stud logo at the temple make these the most adorable summer option.

BU Burgundy

PK Pink

VO Violet

WH White



### EL18244

Everyone will want a pair of the trendiest kids' sunglasses next summer. These head-turning, nifty retro frames in fresh and vivid colour combos express a lively, fun-loving spirit. The graded lenses and ELLE signature logo complete this happening young look.

BK Black

CR Crystal

PU Purple

YE Yellow



For further information please contact your Elle sales representative:

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