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Silhouette celebrates 50 years of Excellence

1964 – Silhouette could not have picked a better time to introduce its eyewear to the world; in the middle of a lively decade marked by innovation and technological growth. Non-conformity and pop culture created the basis for something truly new; designer brands advanced to status symbols and designers to pop stars.

Silhouette now celebrates 50 years of excellence, a journey that transformed eyewear from a disturbing visual aid in the middle of your face to an accessory of the greatest design perfection; an almost invisible film of rimless sophistication. Now available in over 100 countries worldwide, 50 years of excellence, 50 years of innovation, 50 years of award winning design, Silhouette is the benchmark in premium eyewear.

Fast-forward 50 years from the very first eyewear design and Silhouette brings Titan Minimal Art. The success story of TMA Icon, the most famous rimless eyewear in the world, is unique. There is no other eyewear to date that has been on the market as long and none with such an iconic status, as proven by a long list of famous wearers: Elton John, Tom Cruise, top model Nadja Auermann, “Grey’s Anatomy” actor Patrick Dempsey, as well as actress, Cate Blanchett.



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5396 6074

How can you improve an already perfect product? Looking forward to the next 50 years, Silhouette continuously and successfully works to answer this need and stay a step ahead, under the motto 'Feel Lite, Show Style'.



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