RIMLESS AESTHETIC

Beauty is a matter of feeling good. True beauty is only emphasized when the eyewear complements the individual characteristics of the wearer, creating a radiant appearance which comes from within.

Rimless aesthetic represent a new dimension in vision. Silhouette has been offering the highest quality in processing and materials for more than forty years, with innovative designs and the highest degree of individualization. Seeing is now an experience without boundaries.

The individual and their personal beauty are the focal point of the Silhouette philosophy. Aesthetic means the harmonious interplay between individual details and facets – a composition of eyewear and the wearer, of puristic design and natural radiance. With its endless selection of forms, colours and combinations, Silhouette offers endless individuality.

"Every wearer of glasses is unique and therefore every pair of glasses should be unique and a pleasure to wear." (Silhouette motto since 1964)
Aim & Benefits

We want to create enthusiasm for eyewear. For us, this means implementing our vision for a new rimless aesthetic.

The Silhouette brand stands for competent and comprehensive consultation by aesthetic consultants who provide the best possible advice and support. Together with our internationally renowned make-up artist Mary Greenwell, we have developed a new Style & Beauty programme as an exclusive Silhouette aesthetic concept. Thanks to her know-how and skills, we are able to bring out the individual personality of the wearer and create different forms of expression through our endless range of colours and forms.
RIMLESS EYEWEAR

Rimless eyewear is much more than just a useful object for correcting ametropia – it is also a fashion accessory which gives expression to the personality and emphasizes the natural beauty of the wearer and the shape and colour of the eyes. This positive effect can also affect others.

> Eyewear should be as discreet as possible in order for the natural beauty of the wearer to radiate through.
> The endless range of Silhouette colours, forms and designs means that you can experiment with your own style without losing your individuality.
> Rimless eyewear incorporates timeless elegance rather like a sophisticated, fashionable and very personal item of jewellery.
> Rimless models from Silhouette open up the face creating a younger, fresher and more dynamic appearance.
THE PATHWAY TO HARMONIOUS EYEWEAR

Silhouette has revolutionised the meaning of eyewear, creating a chic accessory, elegant piece of jewellery and beautiful expression of the wearer’s individual personality.

Appearance is just one of the many details which make up the individual and therefore optical characteristics often form a key point of interest. The inside and outside form an inseparable whole. Clothing, make-up, eyewear and styling are expressions of an individual’s unique lifestyle and emphasize and present the personality. Rimless eyewear gives precedence to the individual personality as well as sending out discreet signals, supporting the effect on others and emphasizing and highlighting individual style. Eyewear is probably the most important accessory and styling statement and should be harmoniously adapted to personal lifestyle, both blending in perfectly with the wearer and creating interesting contrasts.
Style types can help you identify your own individual style and emphasize this with the optimal choice of eyewear. Which of these style types best represents your own personal lifestyle? Find out for yourself and/or seek advice from an optician.

**THE CLASSIC TYPE** – the “Luxury” models appeal in particular thanks to their unrivalled quality and timeless elegant design. The ‘Essential’ lifestyle models also heighten the intellectual look.

**THE CASUAL UNCOMPLICATED TYPE** – follows his or her instincts when choosing eyewear. The “Essential” models emphasize the youthful and fresh look whereas the “Extravagant” lifestyle models tone in with the wearer’s fashionable and experimental side.

**THE SPORTY TYPE** – functionality, the quality of materials and processing are key. These wearers favour classic forms, simple design and the attractive array of colours provided by the “Essential” lifestyle models.

**THE SELF-CONFIDENT TYPE** – always on the look-out for something special and striking. The “Extravagant” lifestyle models in particular emphasize personal style and presentation.

**THE ROMANTIC TYPE** – loves playful details and romantic accessories. The elegant jewellery-like models in the “Luxury” lifestyle range appeal in particular as well as the models from the “Essential” lifestyle range.
EXTRAVAGANT
The "Extravagant" lifestyle range from Silhouette offers customers fashionable highlights. An exciting and playful interplay of colours, forms and materials leads to exceptional design creations. The eyewear is eye-catching and a real statement in styling as well as expressing zest for life and a knowledge of fashion.

ESSENTIAL
Simple, elegant and timeless beauty characterise the classic models in the Silhouette "Essential" lifestyle range. The design focuses on what is most important and gives centre stage to the personality of the wearer. Subtle and reserved like an elegant blouse – time-less and classic like black court shoes – a high quality basic for every day.

LUXURY
The Silhouette "Luxury" lifestyle models are items of jewellery for the face. Sophisticated materials and exclusive design are sure to appeal to any luxury lover. The ideal eyewear for those special occasions.
SELECTING A LENS SHAPE

Consider the whole!

The shape of the lens has a considerable influence on the overall appearance and effect of the wearer and should tone in with the personality and individual appearance of the wearer. It is important to view the individual as a whole and emphasize a person’s many facets. Suitable lenses should emphasize the eyes, open up the eye zone and highlight the eyes from a visual perspective. If the lenses are large enough, the wearer will appear younger.

The bigger the better!

It is very important for the entire eye area to be visible behind the lens. The edge of the glasses should not cut across the eye and should ideally run just below the eyebrow. Since most people have curved eyebrows to some degree, a gently rounded or oval lens shape is usually recommended. Angular and non-rounded lenses appear more masculine and therefore less advantageous in most cases.
If it looks good on your eyes, it looks good on your face!

Large lenses are more appealing, visually speaking, as well as enhancing viewing comfort with progressive-addition lenses in particular. When trying on eyewear, large models should be selected first. If the eyewear is not suitable, you can then carefully work out which model is more suitable. Large shapes are too ‘heavy’ for delicate and slender faces. Therefore in this case we recommend smaller models.

The greater the degree of short-sightedness, the higher the minus values of the lenses and therefore the thicker the edge of the lens. Eyewear with a smaller lens length and wider temple conceals the thickness of the lens and can therefore be advantageous in such cases. The curvature and strength of the lens means that the eyes of short-sighted wearers can often appear smaller than they actually are. A larger lens is therefore recommended to emphasize the eye zone and eyes. In the case of long-sighted wearers, so-called ‘plus lenses’ are required. The higher the plus value of the lens, the greater the thickness of the centre of the lens. In this case, smaller lenses are beneficial to reduce the thickness of the lens at the point the eye looks through. Lenses with a smaller lens height are recommended for pure reading glasses so that the eyewear can be worn further forward on the nose and the wearer can look over the top of the lenses into the distance.

EYE ZONE

The focus is on the eye zone!

Silhouette focuses on the eyes and their beauty. Rimless eyewear creates space for the eyes to take effect on others by supporting the expression and emotion they convey. When selecting eyewear, personal taste, preference and individual personality are key. Form, colour and the unique characteristics of the eyes also play a decisive role. The eye zone extends from the upper to the lower eye socket and from the right to the left temple. The individual curve of the eyebrow forms part of the eye zone and plays an equally important part in choosing a lens shape.
Balanced Brow curve
Eyebrows with a balanced curve offer the greatest selection of lens forms. Oval shapes blend in perfectly with the face, for example, offering an extremely attractive look.

Straight or Flat Eyebrows
Depending on the distance between the eyelid crease and eyebrow, a flat and narrow lens form is preferable with straight or flat eyebrows. A larger lens shape creates an uplift effect and gives the face a sense of youthful freshness.

High Eyebrow Curve
High curved brows are typical in women. They open up and increase the size of the eye area and look best when matched with large and slightly rounded lens shapes.

Upward Sloping Eyebrows
With upward sloping brows, classic rounded and upwardly aligned forms are recommended.

Eyebrows
With the optimal eyewear positioning, the edge of the lens forms an attractive parallel line to the curve of the brow.
FACE SHAPES

In most cases, a lens form that contrasts with the face shape creates a positive effect. People with round and oval faces are recommended to try slightly rounded angular lens shapes while those with more angular rectangular or square facial contours should try an oval lens shape for a softer and more rounded look.

Higher temples make short faces appear longer whereas long faces can be divided up with wide temples and striking patterns. Large lenses should be avoided with triangular and rounded faces as they overly emphasize the forehead.
COLOURS

Colours strengthen the first impression, emphasize character and personality and bring out any positive characteristics. If the eyes, hair colour and complexion are harmonized with the eyewear, the overall appearance is coherent and attractive.

BLUE EYES
- Black temples emphasize the blue of the eyes and make the eyes shine.
- Blue temples are not recommended with blue eyes.
- Depending on their individual character, blue eyes appear particularly attractive when combined with grey, brown, olive green and natural black.

LIGHT-BROWN EYES
- Violet, blue, olive and very dark red emphasize the effect.
- Bright red temples are not recommended.

GREEN EYES
- Green eyes are best emphasized with brown, bronze, copper and gold tones. Matt blue, light grey and black can also be beneficial.
- Highlights of green are naturally less complementary to green eyes. Green is also a problematic colour with any other eye colour as it creates disharmony with the skin’s natural healthy complexion.

DARK-BROWN EYES
- Most colours go well with dark-brown to black eyes. They create a sense of intense radiance which is enhanced further by a matching colour tone.
- Aubergine, violet, blue and some dark reds are particularly suitable for emphasizing dark eyes. Unusual colours such as olive green and petrol blue also tone in with this eye colour.

FLECKED EYES
- The pattern of the eyes must also be taken into account with any eye colour.
- Depending on the colour combination, a yellow gold, beige, dark petrol or classic black are recommended.
- Romantic and playful details can detract too much from the attractive patterning of the eye while a slick and subtle model of eyewear gives the nuances of colour room to unfold.
SKIN AND COMPLEXION

Choosing the right colour brings out the beauty of the complexion and makes the skin appear even and youthful. Eyewear which is individually adapted to the skin tone is like make-up and can emphasize the positive characteristics of the wearer.

People with a warm skin tone are characterised by a golden or olive-coloured undertone. Clear, warm and luminous shades emphasize the warm skin tone, as do golden brown earthy colours. Cold colours and strong contrasts make the skin appear tired.

A cool skin tone is characterised by a blue or grey complexion with a blue or pale yellow undertone. Eyewear with silver, blue or metallic effects harmonizes with this skin tone as do cool and subdued greys. Strong contrasts and luminous colours blend in with the blue undertone.

Aesthetic consultants also complement the hair colour by using an ash shimmer or blue shades for cool hair colours and a gold or bronze shimmer for warm hair colours.

Cool hair colours can be broken down by using ash shimmers or shades of blue while warm colours are complemented with the use of gold or bronze shimmers.
MAKE-UP

Be true to yourself!
The choice of make-up is an extremely personal and highly individual matter.

There is no right or wrong, not too much or too little. Everyone should wear their make-up as they wish, whether intense or subtle, whether emphasizing the eyes or lips, whether using powerful colours or delicate pastels. The most important thing is feeling good.
MAKE-UP “STEP BY STEP”

Anyone can become an artist with a few simple tricks and tips, bringing colour and freshness to the face in just a few minutes. The right colours should be applied step-by-step to suit the occasion or mood.

**Fresh it up!**

Foundation creates an even, fresh complexion and covers any small impurities, marks, spots or thread veins. It should blend in with the natural skin tone. A lighter concealer pen is then used to disguise dark rings under the eyes, making them appear more alert. A bronzing powder is applied for a bronzed summery look. A touch of blusher, adapted to the skin tone, creates radiant freshness and a healthy look.

**Wear whatever you like and what suits your face and personality!**

The eyebrows create an important frame for the face. Use a dark dotted line or beige powder to highlight the eyebrows. Eye shadow and eye-liner give added expression to the eyes and face. To ensure that the eye shadow blends and harmonizes with the eye colour, the same points should be taken into consideration as when selecting eyewear.

**FOUNDATION**

**BRONZING POWDER AND BLUSHER**
While grey is recommended for blondes, we would advise a matt coloured frame tone for your glasses. Mascara lengthens the eye lashes, making them appear fuller and the eyes more defined and open.

As long as your lips look good, it does not matter if you notice them first!

The lipstick colour should reflect the individual skin type as well as being adapted to suit individual personality and the occasion. In general, either the mouth or eyes should be emphasized although even this rule can be flouted on occasion.

If the frames look good without make-up – they will look GREAT with make-up!

If the eyes appear smaller due to wearing lenses with a high minus value, the clever application of make-up can make them appear larger again. Dark eye shadow and strong eye-liner is not recommended in such cases – instead the use of a light eye-liner on the inside of the lower lid and heavy mascara makes the eyes appear bigger.

Plus value lenses make the eyes appear bigger and therefore even the smallest of make-up mistakes will be clearly visible. We therefore recommend matt and subtle darker tones which make the eyes appear less prominent.