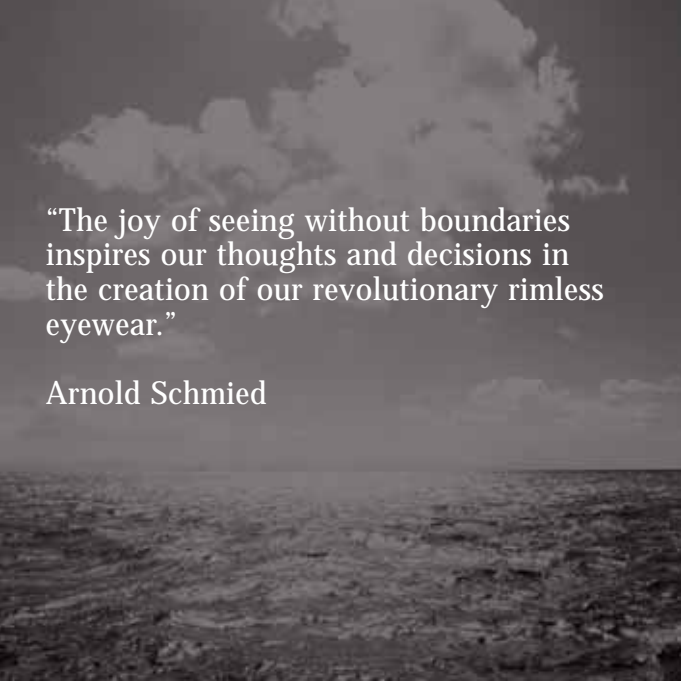




The Idea

1



“The joy of seeing without boundaries
inspires our thoughts and decisions in
the creation of our revolutionary rimless
eyewear.”

Arnold Schmied



Arnold und Klaus Schmied, Board of managing directors

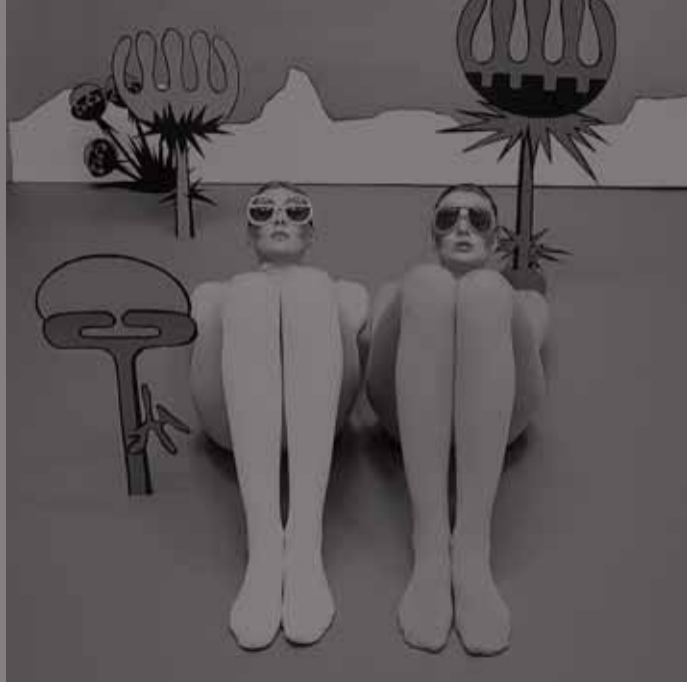
Silhouette makes seeing an experience without boundaries

The feeling of relaxed freedom, independence and easiness for all your senses are Silhouette's inspiration for innovation and revolution. Each single Silhouette rimless eyewear is a showpiece – the pride and joy of its wearer and Silhouette.

You can rely on us and your rimless eyewear at all times. Highest quality craftsmanship – made in Austria – and high-quality material guarantee new dimensions of vision and in particular a passion for detail since 1964. We embrace the possibility to share with millions of frame wearers the aesthetics of unique and rimless eyewear, the purist and individual designs, highest wearer comfort and unlimited vision.

The History

2



Beichen und Wunder.

Die Fremden, die gestern kein
mehr Die Gräfin zweite Vorstellung ne
gen kein Schauspiel, nicht beigewohn
fic ein Erlebnis gen
einberholung würde e Schauspiel mach
ha n gehalten wie e
fangen Tag über vaten in die Hände z
Jetzt nicht wiederengerassel das Ende t
stellung. Es amevoller Herbstabend. Die
Groß kommt heimkehrend ans Fenster und wund
die Frau Gräfin noch im Zimmer zu finden. S
Werkstatt tönt leises Schluchzen. Die übrigen Frem

Reading stones and other rimless vision experiences

Franciscan monks were quite amazed when they discovered the power of reading stones around the year 1200. Reading and everyday life was made easier for the presbyopic brothers by means of stones or lenses made from rock crystals or beryl.

People had the pleasure of seeing by means of a variety of different forms and shapes of glasses. Nevertheless, functionality was the major factor and although they became more and more important, they were never really appreciated: The "one glass" was substituted by monocles, whereas rivet and bow spectacles of the 15th century may be seen as parent of our today's spectacles.



Unlimited vision – Made in Austria

13

Austria attracted the attention of the optical world at the beginning of the 19th century. More specifically it was Vienna, where Johan Friedrich Voigtländer and optometrist Jakob Waldstein offered the first selection of "glass spectacles". With exception of the sides, these glasses were manufactured solely of glass.

Silhouette launched its first collection of rimless eyewear in 1983: Silhouette Freeline. This was the beginning of Silhouette's unlimited fascination in manufacturing rimless eyewear and the reason for dedicating passion and research to this genre. With its stunning Minimal Art Silhouette astonished the world of eyewear in 1992. Its substitute, Titan Minimal Art, the first rimless eyewear without screws and hinges is deemed to be the most important milestone of the 20th century's optical world. Based on this experience and the deep conviction that unlimited vision is only possible with rimless eyewear, Silhouette has concentrated exclusively on rimless eyewear design since 2007: for the sake of beauty and the appreciation of each wearer's face.

The Myth

3



From the concept of beauty without boundaries to an aesthetic revolution



Anneliese and Arnold Schmied had a different vision of glasses in 1964. This "different and forward sight" led to the foundation of the company and created a brand characterized by the vision of the entrepreneurial family and their employees.

The knowledge and the desire to create something that is more than just an optical seeing aid - that was all that was needed to build the foundations of a passion which is still alive today. A new dimension in seeing was created where the focus was on individuality – the distinctive individuality of each person and of each pair of glasses. Innovation and visionary power, the permanent search for the best solution, imagination and commitment to Austria as a production site, the high level of craftsmanship and pioneering spirit always catered for a series of sensational revolutions.

Art & Design

4





1964: first Silhouette frame



1974



1983



1999: Titan Minimal Art

A smart and distinctive design creates desire. Just like the courage and visionary power of the ever present pioneer phase, each of the Silhouette collections is a living indefinite inspiration and smart innovation. The guidance of aesthetics, sensitivity and passion for detail make each Silhouette creation unique and distinctive. Fascinating openness and sensual lightness manifest in puristic and flowing design, created to caress the face of their wearer.

Artists and designers embrace their Silhouette and enter a lively symbiosis with them. Art and culture are the quasi-inexhaustible source for inspiration and provide the unique originality and surprises found in each type of Silhouette, making eyewear a desirable and irresistible designer item for more than forty five years.



1972



1978



1986



1990



1998



2000



2002



2008



2008

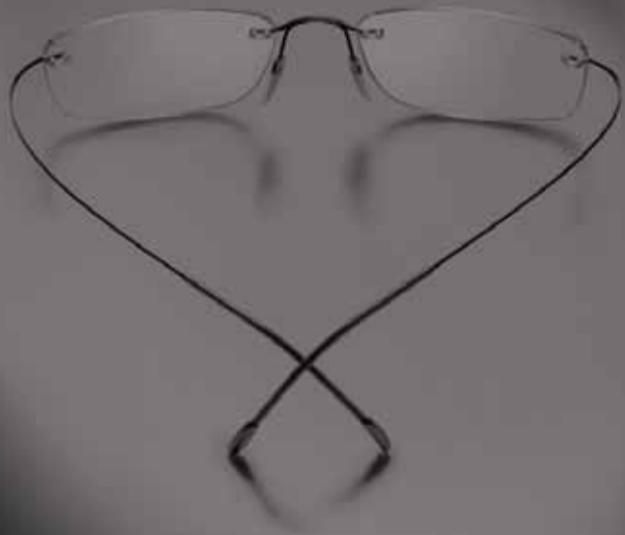
Mis-en-scene gifted with beauty

With the creation and first issue of the Silhouette Journal in 1972, Silhouette created a perfectly designed platform, both inspiring and inspired. Up to now, the Journal is the stage where Silhouette presents its designer items. Prominent Journal guests and illustrators, such as René Gruau, who created fascinating covers in the '70s are the directors and set designers. Protagonists – next to the unique Silhouette creations – are top models like Carla Bruni.

The stages for Silhouette eyewear are numerous: The Silhouette Journal, international cities, display windows, design publications, the red carpet and movies – the mis-en-scène is always fascinating and without limits.

The Heart

5





ESSENTIAL

Silhouette Lifestyle Worlds

27

Rimless, with a unique design and multifaceted in its variations and nuances: Silhouette makes vision an experience without limits. Silhouette eyewear is a way to express a lifestyle. The lifestyles of their wearers are just as diverse as the rimless eyewear itself: **Essential**, **Extravagant** and **Luxury**. Custom-tailored and made in sync with the special needs of their wearers, every Lifestyle World has its own unique statement.

Essential

Each Silhouette Essential model is a masterpiece of classic purism underscoring the personal character like nothing else. It has the status of something basic, complementing the looks and lifestyle of its wearers. Classic and understated are the characteristics of each and every Silhouette Essential.



EXTRAVAGANT

Extravagant

The world of trends, style and colour represent the Lifestyle World of Silhouette Extravagant. It is a striking statement and an eye catcher for trendsetters, a must for those who seldom make their appearance on the stage of life without a pair of Silhouette Extravagant.



Luxury

True elegance underlines beauty in a masterful and subtle way. Extraordinary and precious elegance shows itself to those who see life through a pair of Silhouette Luxury. Distinctive craftsmanship and exquisite materials make it appear like a gem, giving the face of its wearer a flattering accentuation. The Silhouette Luxury always emphasizes the elegance and *savoir vivre* of its wearer, not only on special occasions.

Silhouette International Schmied AG
Ellbognerstraße 24 | 4020 Linz | Austria

www.silhouette.com