



Clean shapes for an expressive face: Silhouette Titan Edge

Linz, August 2007. Your facial expression is one of the strongest impressions you can create. Eyewear with subtle details can add to this impression. With its Titan Edge series, Silhouette reinterprets the 'clean shapes', remains true to its frameless and light designs and leaves room on the temples for subtle details and understated effects. The three models for ladies and gentlemen come in four different colours each and are available worldwide from September 2007 from your optician.

While in the past, decorations accentuated accessories, the focus is now on the detail – that's what the trend experts say. And these details are subtle and sophisticated. The frosted, matt look of the wide plastic temples of the Titan Edge series becomes apparent at second glance – an effect that is well-known from interior design.

"The subtle features and details are what make products – including eyewear – distinctive", Silhouette brand manager Sabine Hartl believes. A hot-embossed foil is applied onto the matt varnished SPX temples of the Titan Edge models, which is then varnished and overprinted. This creates a partially shiny effect which tantalisingly contrasts with the matt temples made from the ultra-light plastic SPX. Seven manufacturing steps – most of them manual – are responsible for the interplay of matt and shiny on the temples of the Titan Edge.

The shimmery detail of the eyewear follows the trend of the 2007/2008 season, which focuses on shiny, yet unobtrusive elements.

Clean shapes

The current clean shapes are the eyewear industry's answer to clean chic. Clean – but not cool – that's the impression the six Titan Edge models, or rather their wearers, create. The six different lens shapes are elegantly minimal and match the clear design of the temples.

Silhouette's new series of models remains true to its principle of mainly frameless eyewear. The Titan Edge does not have any screws, a feature that has become a trademark of the eyewear manufacturer – as has their light weight.

Accents and expression

"Don't change - accentuate" – this is what Silhouette designers bear in mind when they think about new eyewear designs. Eyewear should blend into the face and emphasise its expressiveness, not cover it up. The new models of the Titan Edge series do this very well and leave enough room for your facial expressions. The different lens shapes, and especially the eye-catching temples, accentuate the face and help their wearers make a glamorous entrance. We have the right lens shape for every shape of face, and the right temple colour for every taste.

While the models for gentlemen focus on cool, classic shades – except for brown – (translucent, black and dove blue), the models for ladies are warmer and more colourful, featuring colours inspired by cosmetics, such as mustard, auburn, violet and red.

Our eyewear is made mostly by hand in Austria, thus guaranteeing exceptional quality. At least 3 patents, 140 work processes, 80% of which manual, and several months of research and development are involved in the craftsmanship of the Titan Edge collection. 140 pairs of hands examine carefully the frame quality after each production step.



Models 6649, 6650, 6651 (ladies) and 7596, 7597, 7598 of the Titan Edge series by Silhouette each come in four different colours and are available worldwide starting September 2007 from specialised opticians.

Silhouette International

The Austrian eyewear manufacturer Silhouette International was founded in 1964 by Arnold and Anneliese Schmied in Linz, Austria. Since then, Silhouette has been producing and marketing up to 3.1 million glasses each year – corrective eyewear as well as sunglasses. In addition to its private brand, at its production site in Linz, Silhouette also produces and markets worldwide models of the licensing brands Daniel Swarovski crystal eyewear and adidas eyewear. Silhouette eyewear is available in about 100 countries around the world, with an export rate of 95%. Silhouette International is a second generation family business. In 2006, with around 1,630 employees, it attained consolidated sales of 210 million Euros.