



Focusing on the richness of simplicity

The simplicity and emotion of the moment: Silhouette Zenlight

Linz, July 2009. Living life, surrendering to all that seems mystical and focusing on the richness of simplicity – anybody who looks through one of the new 'Zenlight' lenses of Silhouette is sure to enjoy the full spectrum and emotion of the simplicity of the moment. The Silhouette designers have incorporated feeling, thought, and sensation into their twelve 'Zenlight' models. Their inspiration comes from people and nature and their simple, genuine emotions.

Loosely based on Zen teachings, the 'Zenlight' offers everything and nothing: on the one hand, it offers a high degree of comfort, endless well-being and deep emotion. On the other hand, it offers nothing which might encumber or limit the wearer's vision.

Twelve unique, lively colours have been specially created for the twelve rimless models, providing an unlimited selection at specialised eye care professionals, where 'Zenlight' will be available worldwide as of September 2009.

For unrestricted viewing pleasure and the highest level of comfort, Silhouette has used the exceptional material, SPX, for the 'Zenlight' temples. This unique plastic is flexible and soft against the face and as such relaxes the wearer – just like a warm embrace. Nothing should burden the 'Zenlight' wearer, and so the bridge is made from ultra-light High-Tech Titanium. Also typical of the rimless Silhouette masterpieces is the intelligent hinge arrangement which allows the temples to open and close gently without screws.

The colours, shapes, and design of the 'Zenlight' reflect simple and genuine emotions, which are all about enjoying the moment. The twelve colours are just as individual as the shapes of the lenses, and when combined, offer endless variety and an individual touch to the eyewear, which holds up to the requirements of the wearer.

All our eyewear models are a work of art and employ a special type of colour coating. A great deal of attention to detail is used in first applying the shimmering gold or chrome and then adding the additional colours using a special printing process. This involves many small stages – partially done by hand. They require the highest degree of precision and concentration to generate the unique two-tone effect.

Each of the twelve colours has been matched up with a deep and simple emotion: the fresh red tone of Dynamic Mood exudes exuberance and joy, while Harmony Shine incorporates harmonious berry tones, and Orange Thought conveys a sense of shimmering warmth. Sunny Inspirations combines the freshness of lemon with a gentle shine, while Yin Yang combines classic black and white shades. Cool Streams, on the other hand, focuses on the power of contrast in ice blue and brown. Golden Light exudes soft elegance, while Mystic Shadows shimmers in an eye-catching way; Vital Power represents strength with its bronze shine. Blue Relax promotes relaxation with its diverse blue shades. Deep Balance radiates harmony with its combination of matt black and ruthenium, while the energy of the earth is expressed in the brown tones of Earth Energy.

Each 'Zenlight' model can be adapted to the personality, requirements, and eye zone of the wearer – thanks to the wide diversity of colours, lens shapes, and sizes.

The pleasure and emotion of the moment are as individual as every eyeglass wearer!

Further details: www.silhouette.com