



Silhouette Titan Minimal Art:

A very special type of eyewear – Arnold and Klaus Schmied on Titan Minimal Art

Linz, September 2009. 1999 was an important year – not only for Silhouette but for millions of eyeglass wearers. It was the year when Titan Minimal Art was first presented, which has meanwhile become a classic among rimless eyewear. The eyewear world was overwhelmed by the success of this design, and the invention of Titan Minimal Art had a great impact both on the company and the Silhouette brand. This rimless frame design without compromise brought about the dawn of a new era. Arnold and Klaus Schmied, second-generation owners and members of the Executive Board of Silhouette International, give their account of the success of Titan Minimal Art.

When asked about his personal relationship with Titan Minimal Art, Arnold Schmied, who calls seven or eight models of the classic design his own, becomes ecstatic. He loves playing with lens shapes and colours and tries out the many facets of Titan Minimal Art on his own face. "It feels magnificent when you can forget that you are wearing glasses", says Arnold Schmied who decided that he also wanted Titan Minimal Art when he needed optical sunglasses.

Arnold and Klaus Schmied don't think that there is a typical Titan Minimal Art wearer because "almost anyone needing glasses" can wear this classic rimless design. As members of the Executive Board, they are convinced that its colour, lens shape, and glass finishing leave nothing to be desired. The success of the eyewear is measured by the satisfaction of the customers. "The greatest success for us and for every single Titan Minimal Art is the comfort of each and every one of its wearers", Arnold and Klaus Schmied rejoice. Together with their team, they are busy expanding their worldwide success of the past ten years.

Five questions for Arnold and Klaus Schmied, owners and members of the Executive Board of Silhouette International:

What is the most important milestone in the history of Titan Minimal Art?

The most important milestone probably happened in our heads when, several years ago, the extraordinary success and the outstanding customer reactions worldwide made us recognize Titan Minimal Art's unique distinctiveness: for the first time in the history of our brand, we had designed eyewear having the potential to turn into a classic. For us, Titan Minimal Art is a very special and exceptional "child".

What are the consequences of the invention of Titan Minimal Art for Silhouette?

For us, the significance of Titan Minimal Art is multi- or, rather, "four"-faceted because it ushered in a paradigm shift which relates not only to technology (no screws, no hinges, unequalled elasticity and wearing comfort, as well as the light weight) but also to seeing ("seeing without boundaries"), and to being seen (the open perception of a face and the personality behind it). In addition, the invention of Titan Minimal Art made it possible to develop "customized" glasses which can be adjusted to the wearer's individual wishes.

Based on its success, Titan Minimal Art laid the foundation for a new era, a new philosophy – which means that we will be the first and only eyewear brand in the world to exclusively and



entirely focus on a rimless eyewear design. Titan Minimal Art is and will, of course, remain the core of the development of our collection.

What does the success of Titan Minimal Art mean to you?

For us, the greatest success is the satisfaction of every single wearer of Titan Minimal Art. This success also acknowledges all those who are and were involved in the invention, development, and production of Titan Minimal Art. Our technical division could and can be at its most impressive with Titan Minimal Art, and we could show that we are able to produce large quantities of eyewear with great love of detail and utmost precision and perfection – and you mustn't forget that about 80% of these glasses are still crafted by hand.

Which objectives do you pursue with Titan Minimal Art?

More than eight million people worldwide are wearing and appreciating Titan Minimal Art, many of whom sent us personal letters confirming this. Our objective is to give all those who, so far, did not have a chance to wear Titan Minimal Art the opportunity to do so. We are convinced that we offer the best rimless eyeglasses on the market – and are looking forward to additional millions of people who will share this conviction with us. One thing is clear: there's still a lot to be done.

What are your wishes for Titan Minimal Art's jubilee?

We wish that Titan Minimal Art finds its way to those millions of eyeglass wearers who did not yet have the chance to wear Titan Minimal Art so that they, too, can appreciate and love the feeling of "seeing without boundaries".

For further information, please refer to: www.silhouette.com