



## Silhouette SUN 2008 – Relaxation for the Eyes

Linz, September 2007. A relaxed glimpse towards the sun is made possible with the SUN 2008 Collection by Silhouette. For the best and most intelligent protection against the dangerous rays of sunshine also represents relaxation for the eyes. 100% UV protection – which has meanwhile become a matter of course – is a characteristic of good sunglasses. Very good sunglasses also protect against the widely underestimated blue light, offer perfect wearer comfort, blend harmoniously into the face of their wearer – and reduce the irritating glare of reflected light. All of these demands are met by the new SUN 2008 – Made in Austria – sunglass collection, because the eyewear manufacturer opts for the sunglass technology of the future – polarised sun protection lenses <sup>10</sup> POL. All ten models from the SUN 2008 Collection are also available with this most intelligent sun protection for the eyes. The eyewear design clearly carries the "Silhouette design signature", since all of the glasses are rimless and without screws. As of autumn 2007, the new sunglasses by Silhouette are available at select specialist opticians.

Glare caused by reflected sunlight is considered to be especially disruptive – and also dangerous, especially during car journeys or when spending time on the water. With the aid of polarised sun protection lenses – which are ever more frequently being used in high-quality sunglasses – light reflections and glare can be reduced or eliminated.

### <sup>10</sup> POL – no glare, stronger contrasts and more colour

The research and development experts at Silhouette have grappled intensively with this phenomenon in the past years. One result of this work is the SUN 2008 Collection, whose ten models are also available with polarised sun protection lenses – referred to by Silhouette as <sup>10</sup> POL. The <sup>10</sup> POL sunglasses – based upon the currently most advanced 12-layer polarising technology in the world – eliminate disruptive glare and guarantee a more relaxed vision, with which the eye becomes less tired. Furthermore, contrasts are strengthened and colours are perceived more intensely when seen through the <sup>10</sup> POL sunglasses by Silhouette. In addition, the <sup>10</sup> POL sun protection lenses protect against the visible, hitherto underestimated blue light.

### Ten harmonious lightweight models

The designs of the ten sunglass models from the SUN 2008 Collection very clearly carry the Silhouette designer's signature. The eyewear of the SUN 2008 Collection is reduced to its essence; perfect and clear in shape, graceful, elegant and sophisticated. The different lens shapes guarantee that they blend harmoniously into the face; this applies equally to the classic colours green, grey, and brown of the sunglasses, as well as to the temples. "Eyewear, and therefore also sunglasses, should never be perceived in the face as a foreign object, neither by the wearer nor by the observer," is the conviction of Silhouette style expert Karin Kitzberger and thus brings the eyewear manufacturer's credo to the point. Basically, each pair of Silhouette sunglasses can be worn by men and women alike – if it suits, then it is allowed.

The four models from the successful series "Titan Minimal Art" – famous for their unmatched wearing comfort and lightness – convince on account of their wrap-around design, which blends perfectly into the face and also offers protection against horizontal rays of sunlight. The four different lens shapes enable individuality for every age and every face shape. The screwless and hingeless models out of High-Tech Titanium are available in three basic tints – green, grey, and brown – either



with or without <sup>10</sup> POL technology.

All-rounders are the two models from the "Folding Rimless" series, equally rimless and screwless, but with hinges. These sunglasses unite a series of Silhouette innovations: bridge and side parts are made out of High-Tech Titanium, the temple from the ultra-light synthetic material SPX; the sun protection lenses are available with the Silhouette technology <sup>10</sup> POL. The models guarantee a simple handling, the most intelligent sun protection through <sup>10</sup> POL in green, grey, and brown, as well as state-of-the-art technology. The temples of several models are accentuated by means of a low-key grid pattern.

Those who appreciate the wearing comfort and lightness of the Silhouette classic Titan Minimal Art, but who still like sunglasses with hinges, probably reach for the models of the "Titan X" series. Three sunglasses from the discreet, elegant line made out of High-Tech Titanium are available in the colours green, brown, and grey. The lens shapes are larger and also guarantee protection from rays of sunshine falling at a horizontal angle of incidence.

The **lightest pilot glasses** in the world continue to be a key trend for 2008. Silhouette is now also bringing out a long-yearned for classic in <sup>10</sup> POL. The pilot shape based on the Titan Minimal Art technology without hinges and screws. Both trendy men and fashionable women cannot go without this pilot shape in the 2008 season, especially when it comes to protecting the eyes in the most intelligent way and relaxing at the same time - whether on the water, in the air, or on the ground; this is possible in the classic pilot shape colours of green, brown, and grey.

### **The world's best sunglasses**

In developing the SUN 2008 Collection, the focus for Silhouette was not only on the most intelligent sun protection, but also the best possible relaxation for the eyes. This was paired with the typical Silhouette lightness, the unmatched wearing comfort, as well as the classic Silhouette design, which blends harmoniously into every face.

The wish frequently expressed by sunglass wearers for a relaxed vision during strong solar irradiation has convinced the Silhouette experts to opt for the technology of the future - polarised sun protection lenses. "We want to offer the best sunglasses in the world; the best in terms of protection, wearing comfort and facial harmony. And every sunglass wearer should be able to relax his or her eyes in the best possible way, also in sunlight," says Arnold Schmied, member of the board, describing the concept of SUN 2008.

### **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.

Further information is available under: [www.silhouette.com](http://www.silhouette.com)

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