



## **Silhouette 2010 SUN** **Boundless, intelligent harmony with nature**

**Linz, September 2009. Back to Nature is one of the big trends for 2010, guided by a return to the values that nature teaches. Timeless classicism in combination with soft naturalness expresses a stance on life that outlasts more than just one season. The SUN Collection's rimless sunglasses integrate themselves into the wearer's look with natural harmony, punctuating expressiveness and protecting eyes from the sun's rays.**

**The colour hit of the year – green – is now showing itself in a deeper, darker variation – in lenses as well as in temples – and softened in the new shade called earth. The accompanying colours are soft apricot, classic brown and intense blue-grey. Intelligent eye protection from the sun is combined with enticingly beautiful forms and striking, reserved details to turn each pair of sunglasses into a facial gem.**

Looking in sunlight while still looking good – that was the dictum followed by Silhouette designers while creating the 2010 SUN Collection. Having an unrestricted visual experience – even on the days when the sun is particularly powerful – becomes a pleasure with our rimless shades, which also serve as an homage to nature. Their range of expressiveness reaches from glamorous and classic to romantic and poetic, all depending on the wearer's individual style. Individuality is top priority in the 2010 SUN Sunglasses Collection by Silhouette, for each face is distinct.

The **SUN Dreamwings** model set new, sunny accents with its soft ornament elements. The light, airy design makes SUN Dreamwings radiate young, feminine elegance that is all the trend – lightness and elegancy nuzzle up to the wearer's face in the fashionable colours of grey, earth, and apricot.

Consummate purity is a cult object at Silhouette: **SUN Titan Minimal Art** is available in the 2010 SUN Collection with five different lens forms and eight colour variations. In 2010, by the way, these classic sunglasses – a must-have – will be celebrating their 10<sup>th</sup> anniversary.

**SUN Mystero** plays with light and shade, boundlessness and a perfect fit. Sublime, matt ornamentation accents the gleaming temples and emphasises the soft aesthetics and rimless design.

Dynamics and sportsmanship are expressed by those who wear **SUN Dimension** to protect themselves from the sun's radiation. The soft temples and wraparound design will be flattering to any face. The polarised lenses provide the perfect protection from the sun's rays. The **SUN Softtouch** captivates with its classic look, soft haptics and decent straightforwardness. This model is widely treasured, and not only by men.

### **Intelligent protection from the sun and relaxation for the eyes**

The most efficient and intelligent answer to sun's at times hazardous rays is IQ POL, which has been exclusively developed by Silhouette. The polarised protective lenses – used in 10 of the 18 models in the 2010 SUN Collection – eliminate disruptive reflections, which also lead to deception of the senses and can be extremely strenuous on the eyes. Sunglasses with IQ POL lenses offer a unique level of relaxation. Eyes tire less quickly and can relax even in heavy glare – all without compromising intense sensitivity to colour and contrast.



Blue light, the section within the visible light spectrum that can also be responsible for long-term eye damage – such as cataracts or macular degeneration – should also be kept away from eyes in an efficient manner. Silhouette sunglasses makes this possible with a blue light filter absorbing up to 97% of blue light.

Naturally, 100% protection from UV light with wavelengths of up to 400 nanometres is available for all 2010 SUN Collection models, which - for absolute colour fidelity – are available with the lens colours of green, grey, brown, earth and apricot. Bothersome water drops simply bounce off the water-repellent coating of these protective sunglasses; disruptive glares are stopped by the 5-layer anti-reflection coating on the interior side of the lenses. Every pair of Silhouette sunglasses is the embodiment of numerous innovations. Silhouette sunglasses are largely made by hand in Austria and are among the finest combinations of quality and tradition found anywhere. That's means you'll find the best form of protection from the sun while still finding relaxation for the eyes.

The rimless aesthetics and unrestricted views of each model in the 2010 SUN Collection facilitate a one of a kind, unforgettable visual experience. These sunglasses and their flawless form provide an opportunity to enjoy sunny days with clear vision that is relaxing for the eyes. The 18 unique sunglasses models in the 2010 SUN Collection will be available worldwide at select optical stores.

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