

LOOKBOOK SUN 2018

Silhouette[®]

ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

”
ONE LOOK IS
ALL IT TAKES:
PERFECTION
AND VARIETY
IN FORM AND
DESIGN.

SILHOUETTE SUN 2018

Focus on color: with new shades, impressive combinations and striking color effects, the Silhouette sunglasses collection presents an exciting take on the trends of the season. From 1980s flair to metallic elegance – these shades set the tone for summer.

The three color groups of the Sun models reflect summer's best looks. With its impulsive tints, Burnt Orange, Salmon and Purple, the SUNSET BEACH line celebrates the kick-off to the festival season, perfectly complementing the ethnic style. Temperatures drop with the FRESH NATURE line: Blue, Emerald Green, Turquoise, Mint Rose and a transparent lens tint give the look that special dash of cool, both vibrant and relaxing at the same time. The models of the BRASS SAFARI range in Brown, Green and Caramel impart an elegant edge to timeless casual looks, and combined with Mint and brass accents, give every face that particular glow.

Brass, this season's jewelry trend, is matched with multi-colored lenses in Teal Rose and Blue Nude, translating the 1980s style into the here and now for a bright outlook. True beauty wonder formulas, these two basic hues make any complexion look its best, concealing minor blemishes just like make-up or a concealer would (Rose for warm, Nude for cool complexions). Another feature stylish ladies can look forward to is the eye shadow effect: the upper part of the lens in Blue or Petrol Green makes eyes pop without the help of cosmetics.

LOVE & LIGHT

A sea of color, beautiful shapes and high-end designs:
the new SILHOUETTE sunglasses are the ultimate
accessory for the summer. Here comes the sun!

COVER:

For him
TITAN BREEZE

Model 8694
in 3530 Blue-Nude Gradient

For her
ADVENTURER AVIATOR

Model 8142
in 6257 Blue-Nude Gradient

For her
TMA ATWIRE

Model 8162
in 6580 Mint-Rosé Gradient

For him
ADVENTURER AVIATOR

Model 8667
in 6231 Cobalt Blue

BRIGHT SPOTS OF THE SUMMER

The Silhouette sunglass experts

Perfect proportions, unrivalled lightness and innovative design – these are some of the advantages of a Silhouette, but there's much more than that. That's why a quality check is so worthwhile. On top of standard features such as the 100-percent protection against UVA, UVB and UVC rays, as well as anti-reflective coating and hydrophobic lenses, Silhouette sunglasses offer some highly specialized features: The use of high-tech titanium and SPX+ makes even full-rim glasses light as a feather; inventive cut-outs give classic lens shapes new dynamics; and a special lens-in-lens technology can make rimless sunglasses (such as The Explorer from the Infinity Collection) appear to be full-rimmed. In this exceptional design, the glass 'frame' offers the same advantages known from top-of-the-range eyewear. Another benefit: most of the new Sun models are also available as prescription eyewear.

INFINITY COLLECTION
Model 8695
in 5040 Teal-Rosé



TMA ICON
Model 8158
in 5040 Teal-Rosé



URBAN SUN
Model 4075
in 4510 Turquoise





TMA ATWIRE

Model 8163

in 3530 Mint-Rosé Gradient

°01

TMA ATWIRE

An eye-catcher: the first rimless sunglasses featuring a shape-in-shape concept. Attention guaranteed!



TMA ATWIRE
Model 8163
in 5040 Teal-Rosé

TMA ATWIRE
Model 8162
in 6580 Mint-Rosé

TMA ATWIRE
Model 8162
in 4040 Purple-Orange

TMA ATWIRE
Model 8162
in 4540 Blue-Nude

TMA ATWIRE
Model 8163
in 5540 Brass-Nude

°02

ADVENTURER AVIATOR

The sky's the limit: the classic aviators build on their iconic character by adding timely power hues



ADVENTURER AVIATOR
Model 8142
in 6258 Teal-Rosé

ADVENTURER AVIATOR
Model 8667
in 6231 Cobalt Blue



ADVENTURER AVIATOR

Model 8667
in 6231 Cobalt Blue

A STYLE ICON BECOMES A STATEMENT PIECE

PERRET SCHAAD for Silhouette. The new Special Edition presents a design update of the Titan Minimal Art – The Icon. What a view!



The designers Johanna Perret and Tutia Schaad

Unique and expressive: the current cooperation between Silhouette and the trendy Berlin-based fashion label stages the trusted values of an iconic model in an entirely new light. The design duo PERRET SCHAAD, that personifies premium, style and a focus on the essential as much as Silhouette does, has taken on the Titan Minimal Art – The Icon and modified its genes to add impressive design details. Its geometrical shape, the

sophisticated cut-outs and the rich color contrasts make these limited-edition sunglasses one of a kind. With the special print-on lens technology, suggesting a frame surrounding the rimless glasses, the exclusive edition is guaranteed to be an eye-catcher.

How did this collaboration come about?

We love the distinctive approach Silhouette applies to making eyewear. The lightness and comfort, the modern look – it was the perfect basis for us to start creating something new and exceptional.

What distinguishes the design of these glasses?

Their design reflects the modern lifestyle of cosmopolitans in any global city – with their neutral but striking colors and clear geometrical shapes that echo urban architecture. A special and especially spectacular feature is the interplay of cut-outs, tinted lenses and the print-on color of the frames.

How would you describe PERRET SCHAAD for Silhouette in three words?

Elegant, unique, cool.



PERRET SCHAAD FOR SILHOUETTE
Model 9910
in 2540 Orange Blue Gradient



PERRET SCHAAD FOR SILHOUETTE
Model 9910
in 7530 Glossy Caramel



PERRET SCHAAD FOR SILHOUETTE
Model 9910
in 9040 Grey



PERRET SCHAAD FOR SILHOUETTE
Model 9910
in 5540 Glossy Teal



ADVENTURER AVIATOR

Model 8142
in 6257 Blue-Nude Gradient

°04

NEW HIGHLIGHTS

Flamboyant: innovative colors, shapes and details give these sunglasses the ultimate wow factor



ADVENTURER AVIATOR
Model 8142
in 6236 Classic Brown Gradient

INFINITY COLLECTION
Model 8696
in 6040 Earth

URBAN SUN
Model 4075
in 2540 Warm Green

INFINITY COLLECTION
Model 8161
in 3530 Classic Brown Gradient

°05

TITAN BREEZE

Confident: with classy color combinations and trendy gradients, these full-rim sunglasses offer true style and understatement



TITAN BREEZE

Model 8694

in 3530 Blue-Nude Gradient

TITAN BREEZE

Model 8694

in 9040 Classic Grey Gradient

TITAN BREEZE

Model 8694

in 5540 Brass Mint Gradient



TITAN BREEZE

Model 8694

in 3530 Blue-Nude

FOLLOW US



DOWNLOAD LINKS

DOWNLOAD LINK media kit

silhouette.com/sun2018

DOWNLOAD LINK PERRET SCHAAD for Silhouette

silhouette.com/perret-schaad

silhouette.com