

# Silhouette

LINZ, JUNE 2023

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## SILHOUETTE'S VIVID SKY COLLECTION IS A COLORFUL INTERPRETATION OF DIGITAL ART

ALL-NEW STYLES COMBINE COSMOPOLITAN SHAPES WITH EXTRAORDINARY VISUAL EFFECTS.

Vivid Sky is an all-new design family for urbanites, featuring contemporary and modern frames with digital, art-inspired, visual effects.



A lightweight choice for bold accents, the range encourages creativity with its colorful and cosmopolitan styles. Pronounced contours and a wide temple design combine with enchanting two-tone finishes to offer a sense of the extraordinary.



Blending unique techniques and high-tech materials synonymous with Silhouette, the collection comprises four full-rim shapes in six powerful colors. The round, rectangular and square contour frames can be worn effortlessly for work or pleasure. Wearers can also choose from a matte or gloss finish to suit their preferred style.



Head of Design, Roland Keplinger, says, "Contemporary shapes paired with vivid colors give a bold look with unparalleled Silhouette wearing comfort and lightness. Versatile coloring techniques and color blocking bring a fresh appeal and widen the range of full-rim options in the Silhouette world."

A maintenance-free design includes innovative, snap-hinge technology, while all Vivid Sky styles are easily adaptable and available with additional optical glazing.



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**FURTHER INFORMATION:**

[www.silhouette.com](http://www.silhouette.com), [www.silhouette.com/newsroom](http://www.silhouette.com/newsroom), [www.facebook.com/silhouette/](https://www.facebook.com/silhouette/)

**Silhouette**

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

**Silhouette Group**

Headquartered in Linz, Austria, the Silhouette Group is the world's leading manufacturer of premium eyewear and employs around 1,300 people worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear with exports accounting for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the Silhouette Group has been a sustainable, full-service provider of frames and lenses – Made in Austria. In 2022, around 1.3 million pairs of glasses were sold worldwide and the company reported €160 million in revenue. The premium eyewear manufacturer has always had an eye on the future and is working towards becoming a climate-neutral company. Its eyewear production has been carbon-neutral with offsetting since 2022. The company is also the only eyewear manufacturer to achieve certification under the EU's Eco-Management and Audit Scheme (EMAS).

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