



LINZ, JANUARY 2024

THE SKY IS NOT THE LIMIT

THE TITAN MINIMAL ART DESIGN ICON FROM SILHOUETTE CELEBRATES ITS 25TH ANNIVERSARY.

There are groundbreaking ideas that are still unsurpassed many years after their creation, and which continue to set standards. The Titan Minimal Art from Silhouette is one of these rare and precious ideas. To this day, there is no other premium eyewear in the world (and probably in the entire universe) that is so consistently and skillfully minimalistic. The timeless, rimless eyewear has no hinges, no screws and, at 0.06 ounces, almost no weight. Instead, it inspires with unparalleled comfort, unsurpassed quality, vision without limits, and the empowering feeling of lightness. With these unique characteristics, the Silhouette icon has fascinated millions of people around the world—and beyond, for 25 years. After all, the Titan Minimal Art has been space-qualified since the turn of the millennium and regularly supports missions in space as a crew member.

A Fascinating Star in The Eyewear Market Since 1999

"I simply wanted to omit anything that was unnecessary, while also refusing to compromise in terms of design and comfort," says designer Gerhard Fuchs looking back on his approach, which surprised everyone in 1999 and revolutionized the eyewear market. The Titan Minimal Art quickly became an international sensation and rose to become the new, fascinating star in the eyewear sky. "Suddenly, we were receiving letters and e-mails from all over the world, thanking us," recalls Michael Schmied from the founding family and current CMO. "That was extraordinary and very moving." Over 12.4 million pairs of the eyewear icon have been sold to date—and there is no end in sight to this success.

The Titan Minimal Art Left Its Mark

Who would have thought that the ultra-light Titan Minimal Art would one day be completely weightless? In 2000, it happened: after rigorous scientific testing, the Titan Minimal Art became space-qualified and was selected as the favored eyewear for all astronauts. It subsequently traveled into space and has since proven itself on numerous missions. The lack of screws eliminates the risk of parts coming loose and causing damage or injury. The non-slip fit, and unique wearing comfort of the Titan



Minimal Art is also very helpful, as astronauts cannot adjust the fit of their eyewear during their long outdoor missions.

A year later, the Titan Minimal Art took off in a somewhat different way: on the international catwalks. As sunglasses, they became an it-piece worldwide and inspired numerous stars. In the 2010s, Silhouette took it to the next level with the Titan Minimal Art Special Editions. Famous faces fell in love with the now equally famous premium eyewear.

Passion Never Ends

The iconic, timeless design of the Titan Minimal Art has since won 18 international awards. The basic concept remains unchanged, but Silhouette is constantly working on the details with passion, dedication, and meticulousness. Since its debut in 1999, the design has constantly evolved with over 22 optical and 27 sun collections. This year, Silhouette celebrates its icon with an anniversary collection—designed for the next generation of visionaries. The 2024 collection combines the best of 25 years and enriches the legend with even more great details. For example, the dynamic, rimless models are characterized by an innovative lens finishing technique, a more delicate nose bridge and even more easily adaptable titanium temples with additional flex zones. Silhouette has thought of everything with its innovative and timeless design. Customers can choose from feminine and masculine, as well as from modern and classic shapes and colors. The color palette ranges from galaxy-inspired green, blue, and violet to timeless tones such as gold, rose gold, and silver.

100% Silhouette

Even an icon like the Titan Minimal Art can still be improved. Silhouette has been a full-service provider since 2017. In the Lens Lab at its headquarters in Linz, the family business produces the perfect combination of frames, lenses, and service under one roof. For customers, this means tailor-made optical eyewear for a perfect visual experience.

Born On Earth. Worn In Space

In homage to the Titan Minimal Art collection and 25 years of space travel, Silhouette will be promoting the 2024 collection "Born on Earth. Worn in Space." with an international marketing campaign featuring models posing in deep-space backgrounds created by AI/CGI. The campaign will attract the attention of the next generation of demanding eyewear wearers and further enhance the appeal of the



Titan Minimal Art. Created for greatness, developed for lightness. Silhouette now hopes for the best of all anniversary gifts: enthusiastic customers.

FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, 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 EIYs Eco-Management and Audit Scheme (EMAS).

Dr. Anja Strejcek, Head of PR and Communication, Silhouette Group
A.Strejcek@silhouette.com, Telefon: +43-664-237-6934