

GIORGIO ARMANI

EMPORIO ARMANI EYEWEAR

THE NEW 2010 MODELS FEATURE A RETRO AND MODERN APPEAL

The new Emporio Armani eyewear collection for 2010 shifts between a retro style for the women's models and a more modern inspiration for the men's proposals. The new sunglasses and optical frames truly speak for themselves with their new design content, clean and linear shapes and original colours, leaving an unmistakable style.

The women's collection includes metal sunglasses and optical frames characterised by their round shape and slender profiles. It perfectly expresses a minimal though original and highly personal style underscored by bright colours.

The men's sunglasses feature a definite modern spirit found in their rectangular or geometric lines made of metal. They are personalised by fine elements of style, such as coloured enamel finishing details or tiny pins on the profiles. In addition, the metal eagle motif appears on the temples and is subdued and refined.

The men's optical frames attract attention with their original design content at the temples and interesting colour combinations.

EA 9652

These women's retro inspired optical frames stand out with their small, round shape devoted to a sophisticated and highly personal taste. The ultra lightweight steel front features extremely fine temples, which are customized at the corner with the unmistakable eagle logo. The colours are original, such as bluette, red, aquamarine, glossy white, violet and fuchsia, which are always combined with glossy black acetate temple tips.

EA 9633/S

The women's sunglasses EA 9633/S that feature an ultra-lightweight rounded shape made of steel and metal, are a winner with their retro-glam appeal. Their super fine temples are customized with the eagle logo that identifies the collection. The shades are elegant with colours such as bluette with air force blue lenses, red with smoke lenses, aquamarine with blue/gold mirror lenses, glossy white with blue/gold mirror lenses, violet with lenses in the same shade, fuchsia with dark pink lenses, glossy black with smoke lenses, always combined with glossy black acetate temple tips.

EA 9640/S

These fashionably designed men's sunglasses feature a rectangular shape with a double bridge. These stylish elements are particularly elegant. The front of the frame has lenses positioned inside the acetate rims and is combined with the ultra slim temples. A thin enamel-coloured insert on the double bridge and the metal eagle logo are positioned at the corner of the temples. The colour range features shades of black/ruthenium with smoke lenses, dark havana/pale gold with brown lenses, white/grey with shaded brown lenses, orange/pale pink with shaded brown lenses.

Giorgio Armani spa

Registered office: Via Borgonuovo 11, 20121 Milan, Italy - Phone +39.02.72318.1 - Fax +39.02.72318549

Share capital Euro 10,000,000.00 fully paid-up - Milan Company Register No. 165440 - Tax Code and VAT Reg. No.: 02342990153 Sales and administrative office: Via Bergognone 59, 20144 Milan, Italy - Phone +39.02.83106.1

GIORGIO ARMANI

EA 9639/S

A contemporary spirit characterises these men's metal sunglasses that feature a geometric shape and a double bridge. Their lightweight temples are emphasised by a thin graphic line associated with the eagle motif which highlights several tiny pins at the corner. The colour range consists of the sophisticated shades of matte grey with shaded grey lenses, matte black with shaded grey lenses, gold with brown lenses, and glossy brown with shaded brown lenses.

EA 9649

A sharp and fashionable personality is given to this men's optical frame. It features a rectangular shape with winning original fashion details. The three-layer front reveals original colour combinations, whilst the eagle logo appears perforated on the exterior of the steel temples. The colours give emphasis to interesting contrasts such as black/white/yellow with matte black/glossy white temples; dark/light blue with matte blue/glossy white temples; brown/white/orange with brown/orange temples; black/grey/crystal with matte black/green temples; black/red with glossy black/burgundy temples; black/orange with matt black/orange temples.

GIORGIO ARMANI S.P.A.
PRESS OFFICE
PHONE: +39 02 723181 FAX +39 02 72318450
www.armanipress.com

SAFILO GROUP
PRESS OFFICE
PHONE: +39 049 6985459 FAX +39 049 6987075
www.safilo.com

Giorgio Armani spa

Registered office: Via Borgonuovo 11, 20121 Milan, Italy - Phone +39.02.72318.1 - Fax +39.02.72318549

Share capital Euro 10,000,000.00 fully paid-up - Milan Company Register No. 165440 - Tax Code and VAT Reg. No.: 02342990153 Sales and administrative office: Via Bergognone 59, 20144 Milan, Italy - Phone +39.02.83106.1