



OXYDO – 2011/2012 EYEWEAR COLLECTION

The new OXYDO eyewear collection is dedicated to **people who portray themselves through the spectacles they wear**. This 'must have' item allows showing one's real self, where its innate seductive power goes beyond all fashions.

The collection is constantly evolving. The new sunglasses and optical frames are the result of on-going design research making the new OXYDO style **authentic, personal and contemporary**, seamlessly combining great style and functionality.

Contemporary style – These mask sunglasses assert a bold personality with their oversized design, emphasizing its contemporary details, including the steel profile, small rivets on the nose and the logo plate on the temples. The frame features strong shades, such as palladium/white with purple/silver shaded lenses, gold/aubergine with pink lenses and blue with matching lenses, amongst others (**mod. OX 1014/S**).

Innovative attitude – In the new sunglasses, the hook hinge ("Registered Community Design"), the collection's hallmark motif, constitutes a refined decorative element concealed inside the temples and also proposed in a slim version for models with more slender temples. The new models propose a plastic drop shape (**mod. OX 1015/S**) and a steel and acetate aviator (**mod. OX 1017/S** and **OX 1016/s**), which are available in classic or elegant colours.

Vintage appeal – These women's acetate sunglasses have an intriguing large soft shape, which can be fitted with graduated lenses. The temples feature a metal detail that emphasizes the frame, and is visible against easy-to-wear colours, such as shaded grey-black, brown/mauve horn, chocolate/brown horn, blue horn and others too (**mod. OX 1023/s**).

Distinctive details – These men's optical frames feature an acetate vintage-inspired minimalist shape. Its squared shape is personalized with the innovative hook hinge ("Registered Community Design") which confers the utmost linearity. The photo-engraved logo-plate is visible against elegant colours, including black/grey horn, blue/blue horn, olive/brown horn (**mod. OX 460**).

Geometric mood – Contemporary and geometric, this men's optical frame is produced in steel and acetate. It features a rectangular shape and nylon-framed lenses with temples emphasized by the hook hinge ("Registered Community Design"), the hallmark motif of the collection. The refined colour palette includes dark ruthenium/black, black/dark ruthenium with temples in green, blue/ruthenium (**mod. OX 463**).

The OXYDO collection of optical frames and sunglasses is produced and distributed by the Safilo Group.

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