



## SPARKLING YOUNG STYLE FOR THE NEW BLUE BAY OPTICAL FRAMES

August 2010 - The new BLUEBAY collection presents optical frames with a lively appeal. The new shapes win over with their sparkling design and young pop spirited colours.

Playful with a lively appeal, the oval-shaped optical frames feature a personalised logo on the temples (mod. **B&B 812**). The impacting and irresistible colours include cyclamen/wisteria, white/fluorescent red, red/white/blue, blue/green, black/white/yellow and aubergine/orange.

The steel frames are particularly lightweight and catch the eye with their minimal design livened up by original colours that include blue/white/green, burgundy/ivory/turquoise, burgundy/violet/peach, ruthenium/turquoise/white (mod. **B&B 815**); red/dark red/blue, grey/black/orange/white, sand/brown/grey, ruthenium/grey/white/black (mod. **B&B 816**). The BLUE BAY logo appears on a plaque as a detail on the edge of the temples.

Inspired by minimal design, the ultra-lightweight steel optical frames appeal with their butterfly shape and nylon-supported lenses (mod. **B&B 817**). The thin temples have a shaped line that are personalised by the collection logo that is visible against contemporary shades of matte black, blue, matte brown, satin-finish ruthenium.

The BLUE BAY eyewear collection is manufactured and distributed by Safilo Group.

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