

BOSS ORANGE EYEWEAR COLLECTION 2011/2012

For next season, BOSS Orange proposes a new range of youthful, urban sunglasses and optical frames. The original colors and the metropolitan spirit reflect the brand's unique DNA and define its unmistakable personality. With vintage appeal and contemporary details, the new collection successfully mixes styles in a perfect synthesis of classic-cool and unconventional design.

Urban cool: The seventies-inspired aviator design is given a contemporary take, with a square or drop shape in lightweight steel (BO 0045/S and BO 0046/S). The faceted profiles come in stylish shades, illuminated by the dazzling reflections from the mirrored lenses.

Vintage mood: Irresistibly light, these aviator sunglasses with aluminium front, convey a sporty vintage appeal which is modern at the same time (BO 0048/S). The contrast between the matte shades of the frame and the mirrored or shaded effects of the lenses underlines the model's personality.

Timeless glam: A seductive, retro feel is given to these women's oversized injection-moulded sunglasses, offered in sophisticated glossy, clear shades including champagne/black, lime/grey, pink/brown (BO 0050/S).

New glam: The minimal and contemporary style of these women's oval shaped metal sunglasses is characterized by a flat, contrasting color profile on the front (BO 0052/S). The color palette features dappled tones, such as white/brown, pink/brown and green/ruthenium.

Graphic mood: The fifties design of this women's optical frame is irresistible with its sophisticated acetate shape and contrasting profiles. Animalier colors lend a trendy twist with gold/champagne, black/tiger eye, brown/tiger eye, grey/fuchsia (BO 0055).

Neo minimal inspiration: With an ultra-light and dynamic design, this men's metal optical frame features lenses supported by nylon. The super-flat temples are personalized with the BOSS Orange logo, visible against basic colors, such as matte black, burgundy/mud, blue/palladium (BO 0057).

Geometric style: Linear and modern, this new optical frame features a multi-layered acetate revealing original color combinations, such as black/white/blue, burgundy/white/grey, blue/white/orange (BO 0056). Tiny pins on the front and temples are the signature motifs.

The BOSS Orange collection of sunglasses and optical frames is manufactured and distributed by the Safilo Group.

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