

BOSS BLACK EYEWEAR COLLECTION PREVIEW FALL/WINTER 2010

The BOSS Black eyewear collection proposes new sunglasses and optical frames that exude timeless elegance coupled with a contemporary spirit, reflecting the brand's refined style.

The women's acetate sunglasses enchant with their oversized oval shape, exuding Sixties charm (BOSS 0289/S). The temples are adorned at the tenons with dainty stylized flowers, a decorative motif of the brand's accessories, which frame the HUGO BOSS logo. The colour palette is refined, offering shades of pearlescent green, bordeaux-havana, pearlescent bordeaux, dark havana, dark grey and black.

Retro and bang on-trend at the same time, the women's sunglasses in acetate and metal sport a surprising maxi butterfly shape, which is reminiscent of the Seventies (BOSS 0290/S). The temples reveal a new floral texture, inspired by the line's accessories, for a sophisticated mood. Chic colour combinations define the colour palette and include black-palladium, havana-light gold, brick red-palladium, grey-ruthenium.

The men's acetate sunglasses state a resolute personality, with the geometric design pointing to the Fifties inspiration (BOSS 0295/S). The HUGO BOSS logo flaunts at the tenons of temples on a metal logo plate with interesting contrast between shiny and opaque. The temple tips sport the iconic photo-engraved clips, discreetly visible against shades of green-black, dark havana, red-black and black.

Linear and modern, the sunglasses for men feature a metal rectangular design with a double bridge. The temples, branded with the logo are flat and slim and follow a slightly S-shaped curve for a modern take (BOSS 0315/S). The colour palette unveils subtle shades of dark ruthenium, opaque brown, opaque black and palladium.

The decorative floral motif, which is used for sunglasses, also appears on the rectangular shaped acetate optical frames (BOSS 0309). The logo on the temples is framed by dainty stylized metal flowers, silhouetted against chic shades of brown/pearlescent bronze, purple, bordeaux/red and black.

The women's optical frames exude an elegant allure, such as the style in acetate with soft lines (BOSS 0305). The temples are decorated with a vertical tab near the logo. The colours include a sophisticated contrast between the monochrome frame exterior and the inside, where a floral texture is revealed, which is featured on many of the line's accessories: bordeaux-red-grey, peacock green-white-grey, black-light grey-dark havana.

Contemporary class and discreet details: the men's optical frames in acetate sport a regular, vintage shape (BOSS 0298). The temples are personalized with the HUGO BOSS logo, visible against solid colours and elegant color combinations: clear grey, green-black, dark havana, black-red and black.

Meanwhile, other proposals for men sport an on-trend look, seen for example in models made of titanium, an extremely lightweight, hypo-allergenic material (BOSS 0313). The rectangular design is personalized by a refined silver logo plate placed on dark colored temples.

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

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