

DIESEL – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

Fusing contemporary style and an Eighties appeal, the new DIESEL eyewear collection presents new sunglasses and optical frames with an inimitable ironic twist. The vintage look is reworked with modern details and truly striking colours, in perfect Diesel style.

Colour is key with the Seventies style men's and women's sunglasses, which grab attention thanks to their boxy injection-moulded frames (mod. **DS 0203** and **DS 0204**). For a bolder personality, the temples feature a faceted line with a triangular cross-section, offering stylistic continuity with the collection's most successful themes. The DIESEL logo is visible on the profiles, silhouetted against strong tones twinned with an original use of transparent colours. For the men's model colours include black, white, yellow, blue, brown, green, red-orange and grey (DS 0203), whereas the women's model (DS 0204) plays with black, white, violet, yellow, fuchsia, aqua and blue tones.

Irreverent optical frames echo this bewitching and irresistible mood, in particular the men's rectangular model (mod. **DV 0163**) and the dainty, softly rounded women's frame (mod. **DV 0162**). Both designs feature slender, faceted profiles with a triangular cross-section, accentuated by hot tones such as blue, black, white, violet and orange for the men's model and violet, red, orange, blue, black and white for the women's frame.

Combining a glamorous attitude with a rock spirit, original women's sunglasses and optical frames catch the eye with striking details such as tiny studs that run along the temples, framing the Diesel signature. This acetate sunglass model sets out to seduce with an alluring butterfly frame (mod. **DS 0201**) whilst the optical frame features a gentle rectangular contour (mod. **DV 0158**). Both models opt for soft tones of violet, khaki, havana and black.

A contemporary appeal defines the new acetate and metal sunglasses. The men's frame features a boxy teardrop shape (mod. **DS 0206**) and the women's model has a more rounded shape with original low temples (**DS 0207**). The two designs are striking with their original colour contrasts between the front and temples, offered in grey-ruthenium, matte black-black, havana/bronze/brown, black/white/orange, turquoise havana, burgundy-fluorescent orange, black/white/pink and many other colours.

The collection also unveils a new optical frame with an innovative design (mod. **DV 0168**). The rectangular metal frame incorporates nylon-supported lenses, whilst the transparent coloured acetate temples reveal a metal core with a perforated DIESEL logo for an original and cutting-edge effect.

Dedicated to a winning initiative, **DIESEL:U:MUSIC** sunglasses have been created to celebrate the brand's international music competition whose aim is to support the best emerging artists and bands around the world. These sunglasses, that are set to become a must-have accessory, are produced in acetate with the teardrop frame faceted profiles that are offered exclusively in matte black with grey lenses and fluorescent fuchsia with shaded grey lenses, bearing the DIESEL logo in different colours between the two temples. Guaranteed to turn heads!

The inimitable style of Diesel eyewear springs from the partnership between the Diesel Creative Team and the Safilo design department.

The new DIESEL collection of sunglasses and optical frames, manufactured and distributed by the Safilo Group, is available in Diesel stores, major department stores and exclusive opticians worldwide.

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