

DIOR – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

Dior Statement : Butterfly shapes

DIORBAGATELLE

A GLAMOROUS LOOK AND AN IRRESISTIBLE CHARM

These acetate sunglasses feature a seductive butterfly shape which exudes an ultra-feminine, essential sophisticated mood. On the temples the “Dior” logo is spelt out in individual letters and is highlighted on refined colour combinations of marbled brown with gold mirrored lenses, marbled grey with silver mirrored lenses, dark havana with brown lenses and black with grey lenses.

DIORMITZA2

A CHIC AND TIMELESS ELEGANCE

These refined vintage inspired acetate sunglasses feature a large butterfly shape that has a strong contrast in volume and colour which underlines the appeal of the style. The temples are personalized with the “Dior” logo presented in individual metal letters. The colour palette proposes new Dior dedicated tones : black-havana with shaded grey lenses, black with shaded grey lenses, havana/blueberry with shaded brown lenses, havana/blue with shaded grey lenses, blueberry/peach with shaded brown lenses, brown/opalescent beige with shaded brown lenses and black with shaded grey lenses.

CD3197

SEDUCTIVE RETRO APPEAL

With a strong and glamorous personality, this acetate optical frame cannot fail to impress with its large retro shape, accentuated by contrasting volumes and colours on the front. Colours include shades of black-havana, havana-honey, havana-grey, black-crystal and black-dark grey. The “Dior” logo is presented in individual metal letters on the temples, which is a distinguishing feature.

CD3744

SOPHISTICATED SHAPE WITH A VINTAGE STYLE

This Fifties inspired metal optical frame features a butterfly shape. The top of the frame is underlined by an enamelled metal bar which matches the colour of the temple tips. The temples themselves feature the “Dior” logo as well as a logo plate adorned with the maison's code “cannage” pattern. The sophisticated colour palette includes gold/grey, palladium/grey, palladium/bordeaux, palladium/light brown and palladium/brown.

Godron Statement

DIORSYMBOL1

COUTURE DECORATIVE DETAILS FOR A SEVENTIES CHARM

These sunglasses are produced in Optyl, a trademark which identifies an ultra-lightweight material with stunning chromatic finishes, and exude a sophisticated Seventies appeal. The style cannot fail to impress with its large shape enhanced with strong decorative details including fork temples, a metal insert engraved with the 3-D effect “godron” pattern and a dainty “cannage” decoration, both iconic Dior motifs.

The colour palette unveils chic shades of glossy black with dark grey lenses, brown/honey with brown lenses, grey/pink with shaded grey lenses, purple/grey with shaded grey

lenses, ivory with shaded grey lenses, red/honey with brown grey lenses and havana with shaded grey lenses.

DIORSYMBOL2

A STRONG STYLE WITH ICONIC DETAILS

These sunglasses have been produced in Optyl, a trademark which identifies an ultra-lightweight material with stunning chromatic finishes. The style is contemporary and personalized with iconic details such as a metal insert decorated with the “godron” and the “cannage” patterns, emblematic of the Maison Dior.

The colourways emphasize the model's chic spirit, including glossy black with shaded grey lenses, dark glitter Havana/black with shaded grey lenses, beige with brown grey lenses, glitter Havana/ivory with shaded brown lenses, red/light havana with shaded grey lenses and cyclamen/black with dark grey lenses.

DIORSYMBOL3

NEW EIGHTEES GLAMOUR

These sunglasses have a particular Eighties charm. They have been produced in Optyl, a trademark which identifies an ultra-lightweight material with stunning chromatic finishes. The shape is large and rounded with soft profiles and the temples are decorated with a metal insert engraved with 3D effect “godron” pattern and with dainty “cannage” decoration, refined Dior motifs.

The colour palette oozes sophistication with glossy black with shaded grey lenses, ivory/glitter havana with brown/grey lenses, glitter light Havana/ivory with shaded brown lenses and red/light havana with shaded grey lenses.

CD3198

RETRO-CHIC INSPIRATION

This new optical frame has been produced in acetate and features a geometric shape reminiscent of refined Fifties styles. Sophisticated distinctive details include metal temples featuring the 3-D effect “godron” pattern plus a dainty tab complete with the “cannage” decoration, both iconic Dior motifs.

The colour palette emphasizes the vintage mood with dark glitter havana/black, mandarin/black, cherry/black, havana/red, grey/fuchsia and black.