

GIORGIO ARMANI

THE NEW OPTICAL COLLECTION

GIORGIO ARMANI PRESENTS THE NEW OPTICAL EYEWEAR COLLECTION

The new Giorgio Armani eyewear collection is steeped in the very roots of Armani style, with a return to the sober, powerful look that has made this brand famous in the world of eyewear.

“Preferring pure designs does not mean eliminating all form of decoration, but rather simply avoiding artificial, uneasy or impossible forms.” Giorgio Armani

Inspired by traditions carefully preserved over the years in the eyewear archives, this new Giorgio Armani collection is truly unique and is distinguished by its precision shapes and pure designs. The new collection presents a full, articulated range of frames with a refined design that blends the traditional and the modern in a surprising and successful way.

The craftsmanship and precision involved in the manual manufacture make these prestigious pieces stand out from the crowd. The important yet never too showy details have a retro essence that ensures the styles are eternally elegant; simple, sober design transforms these glasses into items bursting with history and symbolism, making them true companions for life.

The first collection presents thirteen men’s models that women will no doubt appreciate too, and one woman’s model, all to be released in late January 2010.

1. A RETURN TO TRADITION

Light, ductile and hardwearing, the new Light Plastic gives a series of cultivated models a strong style and personality. Boasting notable hand-made crafting, these frames feature hinges attached by riveted pins, a process typical of the 1940s, and square rivets on fronts and temples. The wheel buffing or ‘polishing’ accentuates the shine of the sophisticated colours.

GA 786

A Pantos shape, with its characteristic elongated front and typical key-shaped bridge, which bestows a bold personality and style on this slim acetate model.

The colour range includes truly special options such as horn-green, horn-honey and Havana.

2. A RETURN TO THE ROOTS OF ARMANI STYLE

Inspired by both the look of the 1990s and also taking on board the sensitivity of today, the metal and steel materials highlight the more rounded form of the model with a particular focus on the slim sides that are decorated with a plastic tubular trim and piston hinges.

GA 790

A small aviator with a double bridge, presented in an unprecedented ophthalmic version, complete with characteristic metal sides. It is available in soft colours of palladium, light gold and polished bronze.

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GA 788

A generous square-shaped frame with a soft outline created for those searching for their own personal, distinctive style. The light steel front features a plastic trim on the top rim, typical of men's 1950s models.

The colour range includes refined shades of palladium with a black front, light gold with a dark Havana front and light gold with a horn-ruthenium front.

GA 792

A men's iconic 1960's model that features a classic shape with a round metal outline that provides focal depth. Temples are marked by a light tubular plastic decorative trim and piston hinge.

The colours are sober palladium shades of matte black and brown, on which the GIORGIO ARMANI logo is discreetly visible.

3. REVIEW IN A MODERN WAY

Strong design and decisive shapes reflect a 1950s/1960s unisex trend. The hand polishing provides body and thickness and accentuates the current taste for acetate in this, the Plastic Bold series, giving this material an almost velvety feel. The rectangular rivets mark the front and sides, which are personalised on the inside by the Giorgio Armani logo.

GA 783

A 1950s shape with a strong decisive nature thanks to the use of thick plastics that take us back to materials of the past.

The iconic detail is a modern return to 5-jointed hinges that are fixed using riveted pins. Externally, front and sides are marked by vertical rectangular rivets and the cores within the sides are customised with the Giorgio Armani logo.

The colour range is both classic and original, and includes dark Havana, light amber, honey, black, blue and dark orange.

GA 794 – FEMALE MODEL

A 1950s-inspired butterfly design produced in acetate. The side profiles are softened by an elegantly rounded line. Riveted hinges are decorated with a floral design on both the front and sides.

The model is available in sophisticated shades of violet-crystal, Havana-crystal, pink-crystal and black.

View the new optical collection on Armani.com starting from February 1st.

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