

# GUCCI

## GUCCI EYEWEAR - MEN'S COLLECTION 2010

For this new season, Gucci proposes a men's eyewear collection with a modern, on-trend appeal: the new sunglasses and optical frames reveal an elegant design, with shapes inspired by the past and refined style details.

With Eighties overtones and contemporary styling, the acetate sunglasses are a great addition to the Gucci Eyeweb collection, youth-oriented models dedicated to the digital generation. The new acetate shades feature a pilot shape with double bridge, and the front and temples are personalized with the instantly recognizable Gucci web, while the G logo appears on the temples. The color palette plumps for rich saturated colors like glossy black, red and havana, or classic combinations as blue/white, and black/white.

Vintage inspiration for the drop shaped acetate sunglasses, reminiscent of a Seventies look. The three-colored Gucci web, one of the label's hallmark motifs, appears on the upper edge of the frame, making the model discreetly recognizable, while the tone on tone logo appears at the tenon of temples. The color palette favours soft hues: black, blue, white and grey.

The aviator sunglasses in lightweight steel set out to seduce with Seventies charm, brought up to speed thanks to subtle style details. The double bridge and temples in acetate are personalized with the Gucci web, while the Gucci logo features at the tenon of the temples in understated, elegant colors.

A contemporary character shines through the teardrop shaped acetate sunglasses where profiles are personalised by the G logo and the unmistakable Gucci web. The color palette toys with classic tones such as blue/white, dark havana, hazel horn and black.

By blending timeless elegance and modern technology, the new collection of eyewear focuses on optical acetate frames with a distinctive design, which stands out thanks to its decisive volumes, emphasized by the three-colored Gucci web, which appears on the profiles of the front. The temples, meanwhile, feature a new logo-plate in rubber, a new decorative motif which lends the model a trendy and modern air.

With a rigorous mood and linear design, the optical frames in metal feature a rectangular shape with ultra-slim profiles. The temples sport two of the label's characteristics icons, a new combination personalizing Gucci eyewear: the three-colored Gucci web at the tenon, alongside the t-bar logo.

Elegant and modern, other acetate designs feature a linear, boxy shape personalised at the tenon of temples by the t-bar logo. The color palette reflects refined shades such as dark grey/white, dark havana, crystal/black and black.