

# GUCCI

## GUCCI EYEWEAR - WOMEN'S COLLECTION 2010

This season's Gucci eyewear collection for women unveils new proposals with a sophisticated and exclusive style: the label's prestigious icons instantly identify the sunglasses and optical frames, which set out to fascinate with their irresistible and sophisticated allure.

The seductively smooth and rounded injection-moulded sunglasses are the latest addition to the Gucci Eyewear collection, the youth-oriented models dedicated to the digital generation. The two new models feature large frames with slim metal temples personalised at the tenon by the unmistakable and distinctive Gucci web logo. The color palette offers numerous shades such as black, havana/gold, black/red, white/ruthenium, crystal/white, chocolate, havana, and grey.

A retro-chic mood and refined details for the sunglasses in Optyl, the trademark which identifies a lightweight plastic material with stunning chromatic finishes. The model cannot fail to impress with the soft butterfly shape of the front, with an elegant and modern appeal. The temples are characterized by an insert in metal and bamboo, an iconic Gucci motif. The color palette opts for elegant shades of glossy black, blue, beige, white and havana.

On-trend and glamorous, the acetate sunglasses sport a large geometric shape inspired by Eighties designs. The temples are characterized by the t-bar motif in an oversize version, for a feisty, recherché appeal. The unmistakable three-colored Gucci web stands out on temples, in shades of grey/palladium/grey, brown/gold/brown, blue/red/blue, brown/palladium/brown, white/palladium/white.

Other sophisticated models are produced in Optyl and impress with their bold, thick-rimmed shapes, such as the oversized sunglass model or the rectangular optical frame. For both, the profiles are personalised with the double G metal motif. The refined colors favour gloss black, black/white, cherry and grey/silver tones for the sunglass model, whilst the optical frame plays with gloss black, cyclamen, blue and havana.

Produced in two versions, sunglasses and optical frames, the acetate model sports a large geometric design that combines contemporary and retro charm at the same time. Seventies style is brought up to speed with distinctive details like twin-color profiles and the metal logo, silhouetted against refined colors of havana/khaki, havana/blue, havana/purple and black/fuchsia.

Refined allure for the soft rectangular optical frame in Optyl. The temples are embellished with a sophisticated jeweled decoration: the iconic Gucci horsebit motif, here in metal, is coupled with a bamboo element and stands out against elegant shades of glossy black, crystal/white, lilac and havana.

Other optical frames bear all of the brand's iconic hallmarks including the geometric acetate models where they sport the GG metal logo on the temples and an insert is personalised with the GG texture. The color combinations exude sophistication with crystal/white, dark violet/blue, brown/beige, burgundy/lobster, havana and black.