

MARC BY MARC JACOBS

PREVIEW AUTUMN/WINTER 2010 EYEWEAR COLLECTION

The new Marc By Marc Jacobs eyewear collection sets out to seduce with eye-catching models featuring dramatic color effects reminiscent of elements of traditional African prints, combined with a touch of Eighties mood and equal parts New York and L.A. influence. This complex and unexpected mix makes for a truly modern collection with vibrant colors and classic influence.

Intriguing and glamorous, these injection-moulded sunglasses play with a 50s cat's eye shape (mod. **MMJ 155/S**). The attractive high temples sport a logo-plate and the color palette includes original animal-print effects in shades of black-white, black-fuchsia and black-green, as well as a classic all black version.

Channeling the Eighties, these injection-moulded sunglasses with a flat, oversize shape and slim, high temples (mod. **MMJ 157/S**) have extreme appeal. The unusual color palette includes shades of green, orange, fuchsia, blue and purple, combined with the transparency of crystal.

Inspired by a casual-chic mood and Eighties overtones: these acetate sunglasses with drop shape fronts attract attention with unique contrasting color ways (mod. **MMJ 160/S**). The temples are animated by the logo and slender metal detailing. The color palette reveals distinctive combinations: streaked blue-crystal, streaked brown, streaked red and aqua.

Combining retro inspiration and exclusive print patterns, these Fifties style sunglasses sport attractive rounded lines in metal and acetate (mod. **MMJ 171/s**) or in acetate alone (mod. **MMJ 172/S**). Refined details include a metal logo along the temples and tiny studs that frame the lenses. The color palette is made up of distinctive combinations: fuchsia/black, blue/black, black/military green, mustard/black, black/cream (**MMJ 171/s**); streaked mustard, streaked red, military green, aqua, streaked black (**MMJ 172/s**).

Temples are the focal point with this optical frame in acetate and steel with geometric Fifties styling (mod. **MMJ 462**). The jumbled "MARC BY MARC JACOBS" logo, also used in other accessories by the brand, extends along the length of the temples, for a playful style. Enchanting color ways include bordeaux-ochre, black-white, streaked purple, streaked red.

Sixties profiles offer an assertive edge to this rectangular shaped optical frame in acetate (mod. **MMJ 470**). The model is animated by exceptional colors and striking contrasts, in shades of black/white/pink, havana/light blue/violet, purple/violet/green, violet, grey and blue.

The Marc by Marc Jacobs collection of sunglasses and optical frames is manufactured and distributed by Safilo Group.

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