



## CONTEMPORARY DESIGN AND DISTINCTIVE PERSONALITY FOR THE NEW OXYDO OPTICAL FRAMES

August 2010 - For the coming season OXYDO presents eyewear frames distinguished by design research and workmanship quality. The new collection interprets renewed aesthetics for men, between contemporary mood and design refinement. These new eyewear proposals reveal a distinctive personality, made up of clean lines, discreet touches and refined colours.

The men's modern optical frames have a geometric and ample acetate shape (mod. **X 427**). They feature an unmistakable design detail that is a logo photo-engraved and lacquered on the initial part of the temples. It is discreetly visible on refined colour combinations, such as black/blue, violet/white, green/red/orange, red/black, black/white and blue/grey.

With an elegant appeal and strong profiles, the men's acetate optical frames are personalised by a discreet logo on the temples and are available in colours such as black, dark Havana and Havana, which underline the contemporary design of the model (mod. **X 433**).

With their minimal shape and contemporary appeal, other optical frames are produced in an ultra lightweight steel and metal (mod. **X 420**) or completely in metal (mod. **X 436**). The temples feature geometric lines that are personalised by the logo, visible against the dark colours of matte black, gunmetal, palladium/gunmetal, bronze/dark ruthenium (X 420); black/green, blue/palladium, matte black, palladium/black (X 436).

The OXYDO collection of optical frames and sunglasses is designed by Enzo Sopracolle, and produced and distributed by the Safilo Group.

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