



## CONTEMPORARY SPIRIT AND WINNING DETAILS FOR THE NEW SAFILO DESIGN OPTICAL FRAMES

August 2010 – The new Safilo Design eyewear collection attracts attention with its winning personality and strong design features, which reflect and emphasise its character.

An innovative design for the lightweight, rectangular steel framed optical frames (mod. **SD 235**). The very thin and flexible temples highlight an innovative cylindrical hinge allowing total comfort. The strong colour contrasts accentuate the model's character with blue/palladium, ruthenium/semi-matte ruthenium, matte black/ruthenium and matte palladium.

The latest-generation details make the steel optical frames ultra comfortable and lightweight (mod. **SD 236**). They feature nylon-supported lenses and temples that are super-flexible with an innovative cylindrical hinge, allowing a perfect fit on any face. The strong colours of this model include grey/black, blue/ruthenium, matte palladium/black and ruthenium.

The SAFILO DESIGN eyewear collection, designed by Enzo Sopracolle, is produced and distributed by the Safilo Group.

*Safilo Group Press Office*  
*Tel. : +39 / 049 / 698 5459*  
*Fax : +39 / 049 / 698 7075*  
*E-mail: [pressoffice@safilo.com](mailto:pressoffice@safilo.com)*



## **SEDUCING CHARME AND PRECIOUS DETAILS FOR THE NEW SAFILO GLAMOUR OPTICAL FRAMES**

August 2010 – For next season the SAFILO GLAMOUR collection presents new seducing and precious optical frames, dedicated to women with an elegant and timeless charm.

The glamorous and charming steel and acetate optical frames feature a rectangular silhouette that is decorated on the temples by sparkling diamantes and precious enamels (mod. **GLAM 74**). The flex hinge ensures utmost comfort without compromising the models impeccable style. The refined colours include shiny striated lilac, striated light pink, brown gold/peach and light gold/prune.

Other optical frames seduce with a perfect harmony of materials, which translates into a rectangular acetate shapes with metal temples sculpted with an enamelled-coloured graphic decoration (mod. **GLAM 76**). This model is available in a range of soft colours including violet/lilac, raspberry/semi-matte gold, grey/ruthenium and hazelnut/brown.

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*Safilo Group Press Office*  
*Tel. : +39 / 049 / 698 5459*  
*Fax : +39 / 049 / 698 7075*  
*E-mail: [pressoffice@safilo.com](mailto:pressoffice@safilo.com)*

# S E V E N T H   S T R E E T

## LIVELY DESIGN AND APPEALING COLOURS: THE NEW SAFILO SEVENTH STREET OPTICAL FRAMES

August 2010 – Appealing and witty, the new Safilo Seventh Street optical frames are dedicated to the younger generation, where they stand out for their lively design and trendy colours.

The acetate optical frames designed for up-to-date teenagers are a real eye catcher with rectangular shapes, personalised by the logo visible on the temples (mod. **S 158**). This model is also particularly comfortable thanks to its flexible hinges. The delicate colours include cyclamen/wisteria, pink/lilac, lilac/pink and dark violet/light violet.

Other optical frames are ideal for younger customers with rectangular acetate shapes and light metal temples where the collection's logo is positioned (mod. **S 159**). The young colours include blue-white-red with electric blue temples, blue/white/grey with matte black temples, blue/white with blue temples and red/white/blue with red temples.

The unisex metal optical frames catch the eye with a contemporary lightweight design, rectangular shaped front and the shaped line of the temples (mod. **S 162**). The strong colours include black/red/black, violet/white, cyclamen/pink, black/light blue and dark ruthenium /black.

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*Safilo Group Press Office*  
*Tel. : +39 / 049 / 698 5459*  
*Fax : +39 / 049 / 698 7075*  
*E-mail: [pressoffice@safilo.com](mailto:pressoffice@safilo.com)*