

DIESEL – YOUNG SHADES COLLECTION

The new DIESEL eyewear collection blinds you with colours

Mixing contemporary style with an Eighties flavour, the new DIESEL eyewear collection comes up with a wide range of fresh models characterized by an ironic twist. The vintage look is reworked with modern details and truly striking colours, in perfect Diesel spirit.

Men will grab attention thanks to this style of sunglasses and its boxy injection-moulded frame (**DS 0203**). For a bolder personality, temples sport a faceted line with a triangular cross-section, offering stylistic continuity with the collection's most successful themes. The DIESEL logo is visible on the profiles, silhouetted against strong colours twinned with an original use of transparent colours. Colours include black, white, yellow, blue, brown, green, red-orange and grey.

In the universe of optical frames men's favourite style (**DV 0163**) reflects a contemporary look that sports a rectangular injection-moulded design with slim, faceted profiles and a triangular cross-section. The colour palette emphasizes the model's personality through bold shades of blue, black, white, purple and orange.

The Seventies provide the inspiration for these women's injection-moulded sunglasses (**DS 0204**), which offers a modern take on an irresistible retro-chic look. Hot shades of black, white, purple, yellow, fuchsia, aqua, blue and red to highlight this oversized butterfly shape and its Diesel logo on the faceted temples. The colours are twinned with a seductive use of transparent colours.

Women go for a fancy and young optical frame style (**DV 0162**) that features a minute shape with soft profiles, proposed in eye-catching shades of purple, red, orange, blue, black and white, accentuating the contrasting DIESEL logo at the tenon of temples.

The inimitable style of Diesel eyewear springs from the partnership between the Diesel Creative Team, headed by Diesel's Creative Director Wilbert Das, and the Safilo Design Department.

The new DIESEL collection of sunglasses and optical frames are produced and distributed by the Safilo Group and will be available in the Diesel Stores, department stores and exclusive opticians worldwide from January 2010.