



THE NEW OXYDO ADVERTISING CAMPAIGN A CONTEMPORARY LOOK FOR THE LATEST IMAGES

FEBRUARY 2010– OXYDO, the eyewear collection manufactured by the Safilo Group unveils its new advertising campaign featuring eye-catching situational photos with a rare ability to grab attention.

The real stars of this campaign are the glasses, which are the most salient features in the new images, thanks to the use of pack-shots which emphasize the contemporary style of the new models.

Created by MRM Worldwide Italia, the Digital Thinking Agency of international group IPG, the new campaign revolves around images targeted at young adults who don't want to be anonymous faces in the crowd, but who prefer to stand out with a style that's individual, original and always on-trend.

These concepts are fully reflected in the new images which portray a young man and woman in various everyday situations, in a modern, vibrant, trendy indoor setting. The new campaign focuses on a new male model, to whom the new OXYDO collection is dedicated. This man of entrancing poise and presence is shown wearing glasses from the new collection, the perfect finishing touch for a poised, contemporary, stylish look.

The “OXYDO” logo is clearly visible in the shots with its clean, essential graphics, in line with the brand's contemporary style.

This season sees the OXYDO collection propose optical frames and sunglasses with a bold personality. Essential accessories for the coming months, the new eyewear has a distinctive and modern style, perfect for trend-setters who demand to be noticed.

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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