



OXYDO – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

A strong personality and a contemporary mood define the new OXYDO collection of sunglasses and optical frames. The new eyewear proposals are destined to make a great impact with their irresistible appeal and thoroughly on-trend design.

Urban attitude and bags of personality: these men's sunglasses in acetate sport striking rectangular design with important profiles (mod. **CONCEPT 1**). The exaggerated volumes are emphasized by rich, saturated colours like opaque black, glossy black, dark olive and havana. On the temples, the symbol of the collection is underlined by a graphic line in metal, an original distinguishing feature.

Contemporary design for these men's drop shaped sunglasses (mod. **CONCEPT 2**). The front in lightweight steel is personalized by a double bridge while the flat injection-moulded temples feature a metal element at the tenons. The "X" logo stands out against bold colourways on profiles: ruthenium with olive/amber, black-dark ruthenium, black-gold, opaque black/glossy black.

A resolute character and modern lines: these women's sunglasses in acetate set out to seduce with large, soft volumes (mod. **80'S STORY 2**). The boxy oversize shape comes in trendy colours like streaked olive, streaked brown, pearlescent bordeaux, black, dark havana and cream purple. Enclosed in a metal circle, the "X" icon, also in metal, is an unmistakable distinguishing feature on temples.

Another feminine model simultaneously evokes both retro and contemporary styles: the square shape in acetate is personalised by the small photoengraved pins beside the lenses and by the logo on a thin plaque at the beginning of the temples (mod. **JUDE**). Sophisticated colour options: red/black, streaky red/black, transparent turquoise, or dappled havana and black.

Modern lines and a perfect mix of materials: the unisex optical frame with steel front and acetate temples sports a rectangular shape (mod. **X 407**). The temples, equipped with comfortable flex hinges, are personalized with the "X" logo in metal, silhouetted against original multicoloured effects.

Glam appeal for this women's optical frame in acetate, rectangular in shape with sculpted temples featuring horizontal lines in contrasting colours (mod. **X 405**). The colour palette echoes the contemporary inspiration, playing with faceted shades of black-grey, black-grey-yellow, black-green-orange.

The OXYDO collection of optical frames and sunglasses is designed by Enzo Sopracolle, and 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