



SAFILO DESIGN – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

For next season the SAFILO DESIGN collection unveils exciting new optical frames: the contemporary lines of new models, designed with an extremely demanding consumer in mind, certainly impress with their meticulous manufacturing and cutting-edge materials.

Men's rectangular optical frames in lightweight steel sport on-trend design and a resolute personality (mod. **SD 225**). The temples are animated by a tab with bas-relief at the tenons, a central section in openwork and long temple tips in acetate. The laser-engraved SAFILO DESIGN logo is discreetly visible against a basic colour palette: dark ruthenium-dark havana, brown-hazel horn, black-smoke.

Exuding a recherché, distinctive style, optical frames in steel opt for a rectangular shape with lenses supported by nylon (mod. **SD 226**). Temples sport tenons in metal with the “SD” monogram, the style hallmark of the collection. The flat acetate temples contrast in colour with the front: ruthenium-dark havana, ruthenium-black, brown-hazel horn.

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

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SAFILO ELASTA – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

The SAFILO ELASTA eyewear collection for next season turns the spotlight on optical frames with classic and comfortable designs.

The men's frames feature acetate panthos lines, particularly suitable for use with progressive lenses and particularly comfortable thanks to the flex hinges connecting their temples and frames (mod. **E 1634**). Personalised by the collection's discreet logo on the temples, the collection comes in the classic tones of dark blue, havana and black.

The women's frames are enhanced by an elegantly decorative enamelled metal drop motif in relief at the beginning of the temples (mod. **E 4829**). The flex hinges help make this an exceptionally comfortable model, its rectangular metal frames coming in chic shades of burgundy pink, pearlescent lilac purple and brown-grey.

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SAFILO GLAMOUR – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

The SAFILO GLAMOUR eyewear collection proposes seductive new optical frames for next season: designed for women with sophisticated taste, the new frames exude classic elegance, precious details and timeless appeal.

Recherché and glamorous, rimless optical frames with rectangular design are ultra-light and precious: the metal frame is adorned at the tenon of the temples with an oval shaped enamelled decoration, given added sparkle with tiny Swarovski crystals (mod. **GLAM 64**). The acetate temples come in chic colours like brown, peach, grey palladium and lilac.

Exquisitely elegant details for the rectangular optical frame in metal with lenses supported by nylon (mod. **GLAM 65**). The tenons of the metal temples are decorated with sparkling rhinestones and slender lines in bas-relief, for a recherché effect. The model's allure is emphasized by a refined colour palette, with temples animated by streaked effects in shades of lilac, ruthenium-grey, peach, pink, brown-light beige and gold-peach/plum.

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S E V E N T H S T R E E T

SAFILO SEVENTH STREET – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

For next season, SAFILO SEVENTH STREET presents new optical frames dedicated to the younger generations: colour is in the spotlight for these eye-catching new models which mix contemporary design and retro overtones.

Fifties-inspired lines and young colours for the optical frame in acetate with a dainty, round shape and temples personalized with the collection's logo (mod. **S 142**). Dedicated to youngsters striving for a truly individual look, this frame comes in vibrant shades of bordeaux, red, blue and black.

Irresistible retro design also for the optical frame in acetate (mod. **S 144**). The large geometric model is particularly comfortable thanks to temples fitted with flex hinges. The colour palette offers lively shades of bordeaux and blue, or else soft hues of black and dark havana, against which the collection's logo is discreetly visible.

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