



SMITH – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION

SMITH OPTICS presents its new eyewear collection, dedicated to aficionados of the coolest, most original style. The new sunglasses and optical frames have all it takes to get plenty of attention: an unmistakable look, innovative design and extraordinary technical characteristics ... perfect for making an impression.

"Urban" vibes for the **AEROLAB** model with its contemporary look. These sunglasses in ultra-lightweight, anti-allergenic titanium sport a rectangular design with a double bridge and slim temples personalized with the "SMITH" logo. The pared-down design is emphasized by bold colourways.

An assertive personality for the new **RENICK** sunglass model in acetate. The drop shape model with double bridge is perfect for some serious sport, or just for serious posing about town. The temples are personalized with the SMITH logo, silhouetted against cool colourways of black-crystal, tortoise-green and havana-grey.

A fusion of fashionable touches and modern appeal, the **GALLERY** women's sunglasses have a seductively large, boxy shape. The slender temples are personalised by a thin metal logo plate. The colour palette serves up shades of tortoiseshell, red-cream, black-dark silver and water-smoke.

The **V90 MAX** technical sunglasses model sports extremely aerodynamic design. This injection-moulded model stands out thanks to its offset carbonic lens with a particularly contour-hugging design, for perfect vision. The lens is personalized with the "SMITH" logo, while the temples feature an openwork fork at the tenon, for superb lightness. The model is complete with a set of interchangeable lenses in a different colour which can be fitted to adapt to different light conditions,

Notable new optical frames include several rectangular shaped models in bi-layer acetate (mod. **POSSE 2**). The frame is animated by contrasting profiles and carved lines that highlight striking colour contrasts. The "SMITH" logo plate on temples is the identifying feature that personalizes the new model.

Fifties-inspired models in acetate ooze irresistible appeal, with a contemporary twist perfectly in keeping with the "Smith style" (mod. **INTERSECTION 3**). The model's distinctive features include tiny photoengraved rivets at the side of lenses and a logo plate at the tenon of temples, emphasized by vertical and horizontal lines in contrasting colours: black-yellow, light blue-black, red-black, black-white, black-red and brown-grey.

CRAFTSMAN is an optical frame in acetate with a geometric design and faceted rims, enlivened by original colour juxtapositions: burgundy/black, light blue/black, dark grey/black-fluorescent yellow and black/red. The collection icon is visible at the tenon of temples.

"**ORIGIN 2**" is an optical frame in acetate sporting a vintage look, with a large shape and hot colour combinations of blue/red/grey, crystal/green/white, burgundy/black/orange and black/turquoise, enhanced by the "SMITH" icon emblazoned all-over the inside of the bold rims.

The quality of SMITH OPTICS sunglasses and optical frames is guaranteed by the experience of Safilo Group.

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