

## **VALENTINO – PREVIEW FALL/WINTER 2010 EYEWEAR COLLECTION**

GLAM INFLUENCES, SOPHISTICATED STYLISTIC EFFECTS AND REFINED DETAILS ARE ALL HALLMARKS OF THE NEW VALENTINO AUTUMN/WINTER 2010 EYEWEAR COLLECTION. SUNGLASSES AND OPTICAL FRAMES ENHANCE THE FASHION HOUSE DISTINCTIVE TRAITS.

### **CONTEMPORARY ATTITUDE**

Seventies inspiration for the new oversized butterfly shaped acetate model (VAL 5714/S) with customised hot-printed logo. Available in classic colors such as black, havana and aubergine, as well as soft pearlescent peach and brown tones, each perfectly combined with shaded lenses.

### **EXTRAVAGANT MOOD**

Elegant color combinations distinguish the injected-moulded sunglass (VAL 5700/S) in metallic violet/crystal, red crystal/coral, brown crystal, black/grey crystal and white crystal. Featuring large oval silhouette with frontal frame contrasting tones, created by layered transparencies.

Contemporary inspired, this injected-moulded sunglass in a round and wrap shape (VAL 5699/S) features glam colors and chrome finishings in violet and petroleum, havana and glossy black shades. Sophisticated see-through effect created by the sunglass rims.

### **THE “V” LOGO**

Oversized shape and razor flat design distinguish this injected-moulded model (VAL 5703/S). Metal V logo sunglass rims reveal the sophisticated construction. Refined color combinations include ivory-crystal, red-crystal, violet-crystal, black-crystal and havana.

Eighties inspiration for the acetate optical frames (VAL 5705) with stylised Valentino logo temples embellished by Swarovski crystals studs. Fine shades include animal print havana, violet havana, hazelnut havana/lilac and black.

### **JEWEL DETAILS**

Jewel inserts decorate this injected-moulded sunglass (VAL 5715/S) featuring a wraparound design with Swarovski crystals and the Valentino logo decorated temples. Particularly elegant color palette: havana, glossy black, olive and pearlescent mauve. The acetate optical frame version (VAL 5707) is oval shaped with Swarovski details on the temples. Colors include black-grey/black-crystal, fuchsia/red, purple/brown.

Fifties-inspired butterfly shape new acetate optical frame (VAL 5717): decorated temples with Swarovski crystals and a hot-printed logo available in shades of red-beige, havana-sky blue and black-beige.

The VALENTINO collection of optical frames and sunglasses is manufactured 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](mailto:pressoffice@safilo.com)

*Valentino Press Office*  
Tel. +39 02 624921  
Fax +39 02 62492584  
e-mail: [ufficio.stampa@valentino.com](mailto:ufficio.stampa@valentino.com)