

# SAFILO

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## SAFILO FALL/WINTER 2014/2015 EYEWEAR COLLECTION

For Fall/Winter 2014-2015, Safilo presents a new collection of optical frames that is an inspired blend of style and innovation, reinterpreted with a contemporary twist, for unparalleled technical performance.

All the new eyewear models feature the innovative **Elasta 80 hinge**, the evolution of the Elasta hinge, developed and constantly improved by Safilo to make it more effective: the temple closing mechanism has been further reduced so that it takes up less space, is ultra-lightweight and lasts longer. The crossbow mechanism, which is screwless thanks to skilful welding techniques, is inspired by the automotive world, combining a clean, essential aesthetic with functionality and showcasing pure, simple lines that recall industrial design.

But that's not all: Safilo shakes up the world of eyewear with the **XE 4066 polymer**, a revolutionary ultra-lightweight, highly resistant plastic material with unique technical and stylistic features that has never been used in the eyewear industry so far. Compared to other materials having the same strength, this polymer allows for the creation of ultra-slim profiles and stunning matte/transparent colour combinations, for a strong visual impact.

Lastly, the new glasses offer superior wearability and are perfect for any face shape, thanks to a new assembly technique and to the adjustable **metal nose pad arms**, ensuring a snug, perfect fit.

### Made in Italy - Men

#### **SA 1023**

A cutting-edge design: with their contemporary flair, linear profiles and geometric shape, these rectangular men's glasses set new standards in style. A fine interplay of materials – metal and the XE 4066 polymer – gives life to an alluring set of shades: black, brown-mud, light blue and red.



#### **SA 1024**

With its rectangular silhouette and flat upper front profile, this men's metal/XE 4066 polymer optical frame is the utmost expression of a modern design combined with maximum comfort. An essential, monochromatic colour palette in tones of black, brown-gold, blue and beige lends a timeless allure to the new model.



### **SA 1026**

Minimalist elegance is the watchword for these glasses: the sheet steel frame features ultra-flat, ultra-slim profiles and clean-cut, squared lines. A minimalist array of nuances, ranging from blue to brown to ruthenium, as well as matte black.



### **Made in Italy - Women**

#### **SA 6021**

This new optical frame for women is a contemporary take on the classic cat-eye shape, striking the perfect balance between the XE 4066 polymer front's softly rounded profiles and the flat metal temples' rigorous design.

The model's ultra-lightweight feel is highlighted by a fine interplay of transparent hues: purple, turquoise-ruthenium, grey-ruthenium and brown-gold.



#### **SA 6022**

Lightweight and easy-to-wear: these women's squared steel glasses offer superior wearability and utmost comfort, thanks to their flat, ultra-slim profiles and temples.

This model comes in classic matte nuances of purple, grey, and brown, as well as in a total black gloss version.



### **Seventh Street**

Safilo's Seventh Street line dedicated to kids is all about colours and trendy details, for a unique eyewear collection that is full of character.

The temples' metal core is clearly visible through the transparent temples, highlighted by eye-catching colour contrasts between the front and the temple tips.

#### **S 238**

A perfect mix of clean, simple lines, lively colours and lightweight materials: these rectangular-shaped acetate glasses are the ideal choice for young trendsetters. The new model comes in classic tones of black and blue, as well as in fresh combinations of grey-lime and Havana-hazelnut.



#### **S 240**

With its strong, forthright personality, this rectangular-shaped acetate optical frame is perfect for girls.

Bright hues and unusual combos – orange-green, grey-pink, Havana-black and total black – add a lively note.



The Safilo eyewear collections are produced and distributed by the Safilo Group.

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