SMITH OPTICS – 2012 EYEWEAR COLLECTION

AUTHENTIC AND UNMISTAKEABLE:
THE NEW SUNGLASSES AND OPTICAL FRAMES FROM SMITH OPTICS

The authentic, unmistakeable cool design of the new SMITH OPTICS eyewear will win over fans seeking the coolest style: the new sunglasses and optical frames strike with a dynamic, winning, and irresistible character.

**Contemporary style** – A modern and cool character for the new women’s acetate sunglasses: the butterfly shape and the wavy temples give vivacity and style to the lines. The colours emphasize the model’s young feel: black/turquoise, black/shaded purple, shaded aquamarine, and tortoise/burgundy (mod. **JETSET**). A wraparound shape and a contemporary personality for these large-shaped sunglasses, also available with polarized or mirrored lenses (mod. **TERRACE**), featuring evergreen colour shades: matte and gloss black, mahogany, blue black and silver black.

**Sportypersonality** – These injection-moulded wraparound sunglasses have an appealing rectangular enveloping shape: the perfect accessory for both urban style and outdoor sports. The rigorous lines of the temples are embellished with attractive graphic patterns, and the end tips and the nose-pads feature a rubber effect for maximum comfort. The emphatic colours help define the decisive character of the model: striped brown, matte black, pearl black, and transparent grey (mod. **STRONGHOLD**). High-quality lenses and innovative technical details for these sports wraparound sunglasses; the matte black model comes with photochromic glass lenses, which perfectly adjust to changing light conditions (mod. **TENET**). The colour palette features definite strong colours: matte black, mahogany, pearl black.

**Easy-to-wear look** – Full silhouette and a vintage spirit for these men’s acetate optical frames with a distinctive square shape and temples featuring a metal logo-plate engraved with the icon of the collection. The colours are bright: emerald green, honey, yellow Havana and black (mod. **CLANCY**). The brand’s Evolve line, made from Rilsan Clear® - a bio-based alternative to nylon, that is derived from non-genetically modified castor beans. It is used in an ever-increasing range of industrial applications, including the men’s injection-moulded optical frame, featuring temples with a metal detail bearing the engraved iconic logo (mod. **FADER**). This soft-shaped women’s acetate optical frame, is characterized by the brand’s engraved icon on the metal detail visible on the temples, featuring contrasting or tone-on-tone colours with respect to the frame (mod. **CONFESSION**).

**Superlight touch** – A decreased construction for these men’s steel optical frames with semi-rimless lenses for maximum lightness - emphasized by soft matte shades of ruthenium, bronze and green. The ultra-slim arms are inlaid with the unmistakeable icon of the collection. (mod. **AVEDON**).

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

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