



VOGUE EYEWEAR - SPRING/SUMMER 2013 WOMEN'S COLLECTION

Playful amusement and always resurgent curiosity are what draws contemporary women to fashion. Since the 70s, Vogue Eyewear has dedicated its collections of optical and sunglasses especially to dynamic and curious women who love fashion and want to try different styles to constantly renew their image. Confident and self-assured, these women are ready to catch the change through their exploration of original and trendy expressions of style. They choose Vogue Eyewear to live the spirit of their time in a lively, elegant way; they have a timeless talent for revisiting inspirations of the past with an airiness and originality that are the hallmark of the modern woman. With these women in mind, Vogue Eyewear channels into daily life the fresh urban style of today's trends without ever losing its trademark elegance and sophistication.

The new collection offers three elegant and dynamic segments, embellished by exclusive details that set off all their class and allure: for example, the crystals applied on the outside of the temples, or the new original opaline colours, ideal to illuminate the stylishly chic profile of the models in this collection, or the unique design of the "Natural" models, inspired by the harmony and shapes of nature.

This very feminine and ironic game suits, today more than ever before, the glamour spirit of contemporary women: from the trendy, playful style of *In Vogue*, designed for women always in search of the latest in fashion, to the contemporary and distinguished taste of *Casual Chic*, for young women who follow the fashion with a modern, versatile touch and a hint of ever-present originality, to the classic, elegant and sleek lines of *Timeless*, for fans of a stylish, feminine look rich in refined and unusual details.

TIMELESS

VO 2813B

Designed for sophisticated women who appreciate the elegance of luminous details with a touch of timeless glamour, this optical model features a soft rectangular shape vaguely inspired by retro designs. Decidedly feminine in shape, the acetate front is embellished by an Art Nouveau-like geometric crystal decoration on the outside of the temples, with an amazingly original luminous effect. This unique, very feminine model, suitable for all everyday occasions, is available in Asian fit version and in a wide range of colour combinations, including purple top on sand, opaline blue top on ice, dark purple top on clear purple, black, and dark havana.



VOGUE eyewear

VO 2832SB



Classy and refined, this oversize square-shaped sun model embodies a brilliant, classic and sophisticated style, perfect for the woman who likes light glasses for everyday life, with luminous and appealing details. The crystal decoration applied outside the temples – an unfailing trait of this collection – is in fact the common feature of the Timeless line and is what makes these models the must-have accessory of this season. Along with retro inspired design, hi-tech materials contribute to the quality, uniqueness and accuracy of the details. The colour palette includes stylish clear and gradient tones, in combinations like black front with black/gunmetal temple, clear blue front with clear blue/silver temple, and clear bordeaux front with dark bordeaux/silver temple.

VO 2789B



Classic and refined, this optical model features light, feminine lines, perfect for the contemporary woman: an elegant, self-confident, smart woman, always in search of alluring details. Details are what makes these glasses, with their brilliant and chic style, so suitable for the sophisticated tastes of present-day women: the soft rectangular profile of the acetate front is embellished by precious crystals applied on the temples, which add luxury and light to the elegance of this model. For extra chic, the gorgeous frame features a double layer of colour, in the combinations: bordeaux, clear blue, and smoke-green.

IN VOGUE

VO 2809



A playful style and a trendy design are the characteristics of this sun model, created for young women who enjoy playing with their look and with different styles, details and colours, but also perfect for all women in search of a trendy, brilliant, dynamic style. The cats-eyes front is injection-moulded and offers a pleasant contrast to the thin metal temples: the effect is one of unexpected originality, exceptional lightness, and perfect fit. The model is further embellished by the lively opaline colours of the acetate frames, for a totally “In Vogue” style. These glasses also come in Asian fit version and in different colour combinations: clear black, clear havana or matte azure top, all with gunmetal temples, matte purple, or matte light yellow, both with silver temples.

VO 2817S



Designed for young women who enjoy playing with fashion lines, details and colours, this injection-moulded sun model features chic and contemporary lines that combine playfulness with romance. The slightly cats-eyes shape and the colour effects add a touch of energy to the elegant lines of these glasses, for a surprising result that blends the most sophisticated style with precious details: the injection process provides superior lightness, fit and durability, while the acetate front is offered in bright colours that suggest optimism, determination and energy. Perfect for those who like to play with their look and prefer trendy and fashion accessories, this model is available in various colour combinations: from black front and black/gunmetal temples to light havana with light havana/gunmetal temples, to matte light purple with matte dark purple and gunmetal temples. Available with RXable lenses and in Asian fit version.

CASUAL CHIC

VO 2816



This gorgeous optical model takes inspiration from nature and its harmony, as is evident by the super-classy engraving on the outside of the temples, recalling the motion of sea waves. A selection of wonderful opaline colours adds a unique attitude and style, ideal for contemporary women in search of original, cool and creative designs. The soft cat's-eyes profile, perfect for all wearability needs, adds elegance and lightness to a model that combines fashion details, comfort and light weight, resulting in a unique blend of modern and casual chic style. The glasses are offered in black and dark havana and in opaline purple, blue or pink. Also available in Asian fit version.

VO 2818S



A simple, minimalist design and the cat's-eyes shape of the front characterize this sun model, with its timeless style inspired by the harmony of nature. The detail on the temples recalls the motion of the waves, and the temples themselves are the result of highly advanced technology that provides superior lightness, fit and durability. A range of bright, beautiful opaline colours adds light to the exceptionally feminine character of this model. Ideal for young women who like a casual chic style with cool shapes and colours, and a very feminine look. Also available in Asian fit version, these glasses come in a colour palette of opaline blue, lilac or red for the front, with dark blue/gunmetal, dark purple/silver, or dark bordeaux/silver temples, respectively, or black front with black/gunmetal temples, or dark havana front and dark havana/gunmetal temples.



Information on Vogue Eyewear:
www.vogue-eyewear.com

Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. House brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue, Persol, Oliver Peoples, Arnette and REVO, while licensed brands include Giorgio Armani, Bvlgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2012, Luxottica Group posted net sales of more than €7.0 billion. Additional information on the Group is available at www.luxottica.com.

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