



VOGUE EYEWEAR CELEBRATING THE BRIGHT SIDE OF BEAUTY

For Vogue Eyewear, 2018 has been a year of exciting new projects, and it doesn't look like the trend is going to change anytime soon.

Loved by women around the world, the successful #SHOWYOURVOGUE campaign continues to connect with the many identities and attitudes that make contemporary women unique individuals. Always in line with the season's hottest trends – Vogue Eyewear empowers women to express their vision of life with confidence.

From the glam allure of high-profile stars to the freedom of city-chic lifestyles, the latest collection is all about the look that shows the world who you are. From high-brow opal shapes to new tri-gradient shades, from color-outside-the-lines rimless styles that add an eye-catching edge to trendy soft mirror, the range has every angle covered.

Welcome to the world of Vogue Eyewear – a vision of beauty that is always about you.

**VO 5245S**

Shimmering shades raise a brow or two on this 50's inspired look with bold fashion status. Flaunting a glam round shape with ultra-wide temples, trendy opal or soft rose fronts are enriched with stepped "paisley" brows and new tone-matched tri-tone sun lenses for an uber-feminine, total color look, while classic black or havana SKUS offer an easy to match aesthetic that bring out the diva in anyone.

**VO 5244**

Stepping up the profile of smart contemporary women bon-ton glam defines the irresistible glow of this expressive new optical profile. With its petite-fit rounded shape and raised brow line, on-trend opal or transparent fronts feature a light-relief "paisley" pattern and dark temples for striking contrast, while versatile total black or havana SKUS define a look of passepartout elegance with essential style.

**VO 4111S**

Always chic, trendy soft mirror and gradient lenses reinvent a bestseller rimless design with a colorful new edge. Punctuating a must-have new cat-eye lens shape with exclusive colored lens profiles, polished metal braid temples give this light, contemporary look a feminine finish with subtle, yet unmistakable Vogue Eyewear identity.

**VO 4112S**

Enhancing the light, clean-cut design of the metal and shades concept, fresh new color contours give this statement flat lens shape a bright, contemporary edge. Made to show-off your every mood, washed blue, gradient and soft mirror lenses pair with a fine, flat metal double bridge and polished metal braid temples in trendy copper, gold or silver tones for must-have looks that go from super sleek to super fun in a flash.

**VO 4113S**

From chic urban style to high-profile fun, exclusive color contours and stylish angles give this new shape an adventurous edge. Matching fresh pastel tones, classic gradient and modern mirror shades with polished metal braid temples and colorful temple tips, this light, concept is sure to reveal the color profile that best suits you.

**VO 4108**

Light and flattering, cut-off color brows and ultra-fine polished metal rims & temples ensure this petite panthos shape exudes intellectual attitude with stylish appeal. Perfectly coordinated in every way, both classic and bolder brow colors are matched to rose gold, silver and copper metal rims and temples, offering a look that is made to uplift and complement every moment of the day or night.

**VO 5239**

Glimmering contemporary colors and chic metal lines give urban style feminine attitude with a twist. Available in a wide selection of colors, including on-trend opal white, blue and signature coral, as well as classic black and Havana SKUs, this super fashionable, yet easy to wear cat-eye shape features new polished metal braid temples for a light look with flirtatious contemporary appeal.

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Luxottica Group S.p.A.

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