



VOGUE EYEWEAR – WOMEN'S FALL/WINTER 2013-2014 COLLECTION

Playing with your own style and discovering new trends, is what attracts the contemporary women to fashion. Vogue Eyewear dedicates its optical and sun collections to dynamic, curious, and daring women, always in search of the look that best expresses their personality. Self-confident females, ready to embrace change by exploring new and original styles, choose Vogue Eyewear to live in the now with liveliness and elegance. Aware of the latest trends, she admires luxury, elegant details that have always distinguished Vogue Eyewear style.

A style made even more unique by a softly feminine collection, which encloses in the *Style Blooms* line a romantic and natural spirit. With mellow, feminine colors enhanced by opal effects and chic flower details applied to the temples, give life to the freshness and playfulness of a brand that is always *In Vogue*.

The new collection presents models in line with the latest trends and enhanced by exclusive details. The translucent effect and the brand new opal colors, ideal for highlighting the glamour profile of the models of this collection. New to the *In Vogue* line is the *Liquid Light* theme which, by playing with the metalized effects of the three colors from the collection – green, red and blue – presents hi-tech treatments and workmanship to obtain futuristic metalized effects and elegant matt finishes. Once again, Vogue presents a feminine style which corresponds to the glamour spirit of the contemporary woman. From romanticism with soft colors and flower decoration of *Style Blooms*, ideal for women and young girls seeking a fresh and delicate look, to the trendy and playful style of *In Vogue*, conceived for a woman who is always ready to explore the latest fashion has to offer, to the contemporary and refined taste of *Casual Chic*, designed for young and fashion-conscious women, with an added modern and versatile touch and a dash of essential originality.

STYLE BLOOMS

VO 2846SB

Soft lines, mellow colors, cushiony textures, retro inspiration. These are the main features of an injected sun model that best represents the spirit of this collection and the Vogue Eyewear style. The past recollections of the rounded and soft lines combine perfectly with the fresh, delicate and refined liveliness of *Style Blooms* which, in the blossoming of precious details such as the flower alongside the hinge, caters to the taste of young women in perfect harmony with the blossoming of nature declined in the refined and urban style of the city. A not-to-be-missed accessory, further enhanced by the romantic and opal colors of the collection, available in Asian fit version and in a range of colors which includes black, dark Havana, opal light blue for the front and cornflower blue for the temples, opal beige for the front and brown for the temples, cherry for the front and transparent dark red for the temples.



VOGUE eyewear

VO 2836B



Classic and refined, this eyewear reflects a timeless style and the blossoming of nature. Distinguished by soft and feminine lines, the optical model is perfect for a young and sophisticated woman, closely focused on the most refined details. And it is precisely the details which make it so suitable for the taste of the Style Blooms woman – the retro profile of the acetate front is lightened and enhanced by the splendid opal colors inspired by nature and by the fresh and precious detail of a flower, applied on the temple alongside the hinge. This splendid model is also available in Asian fit version and in a broad range of colors which includes black, dark Havana, opal violet for the front and cornflower blue for the temples, opal brown for the front and brown for the temples, and dark red.

IN VOGUE

VO 2845S



Designed for young women who have fun trying out new fashions, details and colors, this sun model in nylon fiber has an original and contemporary line which combines elegant workmanship with a taste for the latest fashion trends. The irregular, slightly butterfly profile and the *Liquid Light* color shades of this line, which play with a unique matt finish, convey a touch of extra-modern uniqueness to the fashion lines of this eyewear. A sophisticated style combined with ultra-modern workmanship, available in bright colors to underscore the cool and trendy profile, make this a must-have accessory. Perfect for those who like playing with their look and have a taste for fashion accessories. This model is available in various matt color combinations: from classic black to dark Havana, right up to the transparent shades of turquoise green, dark red or violet for the front with matt turquoise, red or violet for the temples.

VO 2844S



A playful style and trendy line for this fashion sun model created for young women always in search of new trends to try. The soft cat's eye profile and playful lines from the butterfly-wing detail on the upper corners, adds a touch of unexpected originality and lightness - and a perfect fit. Further enhancing the model is the metalized effect and the Vogue Eyewear *Liquid Light* theme, which makes these glasses unique and elegant. Available in a range of bright fashion colors, this model is the ideal choice for always being *In Vogue*. The varied and surprising color combinations include black, light Havana, metalized crystal in the shades of light blue, red or violet for the front top and turquoise, red or dark violet for the temples. Also available in Asian fit version.

VOGUE eyewear



VO 2837

An acetate optical model accented rectangular fashion and sophisticated line as well as high quality materials - perfect for young *In Vogue* women seeking eyewear suited to everyday life but with a very clear-cut personality. Conceived for a modern and versatile-style woman, this eyewear presents a front with a thick and daring profile, for a strong look and style, dynamic and refined, conceived for women seeking trendy accessories with a playful character. Also available in Asian fit version, this eyewear comes in a bright and transparent color range, enhanced by light effects thanks to the metalized effect created by the special type of plastic used. Available in transparent black or light Havana, crystal top on pearled petroleum green, crystal top on pearled red and crystal top on pearled violet.



VO 2835

Original and glamour, this acetate optical model features lightweight and feminine lines, perfect for a woman always in search of the latest-fashion accessories. In this eyewear, details make the difference for the taste and style of the contemporary woman. The lightweight line and the perfect fit of the acetate front with its cat's-eye profile is lightened and enhanced by the sophisticated and precious matt finish detail, which helps give this model, with its young and contemporary design, the classic playful, trendy and fashion touch of *In Vogue*. Also available in Asian fit version, this eyewear offers a fresh and broad range of colors distinguished by the special *Liquid Light* matt effect, both cool and amusing. The colors include black, dark Havana, transparent turquoise green, transparent red and transparent violet.

CASUAL CHIC

VO 2819S



Contemporary elegance is a daily element of the Vogue Eyewear lifestyle. This is the concept behind the creation of an elegant and casual sun model enhanced by the slightly butterfly profile and metalized drop detail fitted alongside the hinge. The nylon fiber material conveys extraordinary lightness, fit and strength to a subtle but chic look. Created for elegant and romantic women in search of a feminine and sophisticated everyday style, and who love to add a touch of original elegance to their style, this eyewear is made from top-quality materials and boasts a unique design. Also available in Asian fit version, it comes in a range of glamour color combinations which include color nuances from black to dark Havana, opal cherry for the front and dark red for the temples, opal lilac for the front and dark violet for the temples, opal green for the front and black for the temples.



VO 2841



An acetate optical model designed for young, dynamic and fashion-conscious women, who care about style and the quality of accessories, this *Casual Chic* optical eyewear has a cat's-eye shaped line that gives it a definite contemporary and glamour touch. The acetate front is further enhanced by the luminous and chic metal drop detail alongside the hinge, for a touch of unexpected and delicate light. The ideal choice for a modern and dynamic fashion look, this model is also available in Asian fit version and comes in a range of modern and original colors such as black, light Havana, transparent pink for the front and dark red for the temples, transparent violet for the front and violet for the temples, transparent green for the front and black for the 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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