

## VOGUE EYEWEAR FASHION STORY #3 TEXTURE COLLECTION NEW PERSPECTIVES ON STYLE - TRAVELLING THE WORLD, STARTING FROM BRAZIL

Vogue Eyewear celebrates the multicultural soul of its 2015 campaign with the launch of its Fashion Story #3 – Texture Collection, dedicated to and autographed by the brand's Muses - Brazilian supermodel Adriana Lima, Indian actress Deepika Padukone and Chinese actress Liu Shishi - this collection presents a new design concept that translates the rich diversity of local traditions and global fashions into a unique language defined by the women who wear it and their charming accessories! The Fashion Story #3 is inspired by the culture of each Muse, that comes to life through three distinctive patterns and colors linking global fashion to local traditions.

The filigree design of aqua green of Indian jade enhance styles inspired by Deepika Padukone; delicate cherry blossoms and a deep red colorway identify those dedicated to Liu Shishi; while exotic, tropical blooms and the feminine tone of lilac define the three styles autographed by Adriana Lima.

As one of the world's most famous supermodels, Adriana Lima's dazzling smile and sensual beauty are the perfect metaphors for the vibrant spirit of Brazil. In this signature release, her flirtatious gaze inspires a fresh take on up-to-date eyewear that reflects the adventurous, fun loving personality of women who love to live life *In Vogue*. In fact, Texture Collection models inspired by Adriana Lima represent the youthful soul the brand, in true Brazilian style – translating the sun-drenched beach lifestyle, the vivid colors of exotic flowers and the rhythmic soul of the country into three distinctive styles that reflect the cosmopolitan spirit of women.

### VO2992S



Inspired by the seductive beauty of Adriana Lima, this high-volume cat-eye sun shape combines sensual curved profiles with bold geometric temples for a distinctive contrast. Made of light, flexible nylon fiber, the frame flaunts bold monotone frontals and wide temples enhanced with Adriana Lima inspired exotic floral pattern, as well as the «ADRIANA LIMA FOR VOGUE EYEWEAR» signature on the inside of the right temple for an easy to wear, yet unmistakably feminine look. The color palette offers, beyond the classic black and Havana 3 trendy seasonal tones, including red, night blue and the fresh lilac, which are combined with pink, yellow and blue flowers on the inside of the bi-color temples for a sublime, high resolution finish. Available in Asian Fit on certain colors.

### VO2988



Sensual lines and exotic pattern characterize this trendy phantos optical shape for up-to-date women looking for smart, yet feminine style. Made of lightweight nylon fiber, the frame features a fashionable rounded profile and fine geometric temples with the «ADRIANA LIMA FOR VOGUE EYEWEAR» signature inside the right temple. Two classic color ways, including black and dark havana offer easy-to-wear, versatile style, while three seasonal tones – including red, blue and the fresh lilac – are enhanced with the exotic flower pattern in pink, yellow or blue, to provide more playful alternatives for women who love to play with color and explore the textures of life In Vogue Eyewear. Available in Asian Fit on certain colors.



## VO 2795S



True to the signature «ADRIANA LIMA FOR VOGUE EYEWEAR» featured inside the right temple, this phantos sun shape becomes an emblem of this year's Vogue Eyewear campaign – contemporary vision with a global soul. The frame's soft profiles feature a fresh lilac color, while the inside of the slender, tapered temples are enhanced with an exotic flower print that translates the playful core of Vogue Eyewear style into a look that is as fresh and unforgettable as the beauty of cosmopolitan women. The modern nylon fiber frame offers a lightweight, comfortable fit, while premium quality gradient lenses in alluring complementary shades guarantee a total look for uncompromisingly stylish, protected vision.

Information on Vogue Eyewear:  
[www.vogue-eyewear.com](http://www.vogue-eyewear.com)

### Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with over 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 Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, DKNY, Polo Ralph Lauren, Prada, Michael Kors, Starck Eyes, 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 2014, Luxottica Group posted net sales of over Euro 7.6 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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