



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

Vogue Eyewear launches the Fashion Story #3 - Texture Collection dedicated to and autographed by its three new Muses, the Brazilian model Adriana Lima, the Indian actress Deepika Padukone and the 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! Indeed this Fashion Story #3 is inspired by the culture of each Muse, that comes to life through three distinct internal patterns. The exotic and tropical blooms define the three styles autographed by Adriana Lima; the filigree of the lustrous aqua green of Indian Jade decorates the three styles signed by Deepika Padukone, and delicatated blossoms inspire the styles dedicated to Liu Shishi.

The three styles of the Texture Collection inspired by Liu Shishi take their cue from the refined artistic heritage of China, and in particular, from the natural beauty and symbolic meaning of the cherry blossom. Mirroring both the personal and public persona of Liu Shishi perfectly, this delicate floral motif has featured as a protagonist of Oriental culture for many centuries and represents both the whimsical beauty and subtle authority of women. Thus, rich embroidery, shimmering silks, and exquisite artworks, are transformed into a sublime new vision of fashionable style with an intrinsically feminine core.

Trained as a professional ballerina in Beijing, Liu Shishi made her acting début in the Chinese film industry in 2005, and quickly rose to fame as a critically acclaimed actress. Indeed, Shishi's beauty and delicate poise echo the strong, expressive character that directs her powerful performances, making her the perfect role model for Vogue Eyewear women: feminine individuals who are just as smart and resilient as they are graceful and elegant.

The Fashion Story #3 Texture Collection defines the global reach of Vogue Eyewear's truly cosmopolitan style: from timeless elegance, to smart, modern looks, intriguing colour harmonies, calligraphic shapes and fine finishes portray a signature look inspired by women who love to reinterpret the multi-faceted character of contemporary trends.

TWO NEW FASHIONABLE STYLES AND ONE BESTSELLER MODEL INSPIRED BY THE SYMBOLIC MEANING OF CHERRY BLOSSOMS IN ORIENTAL ART.

VO 2989



Inspired by the graceful poise of Chinese film star, Liu Shishi, this distinctive oval shape combines intriguing calligraphic volumes, complementary contrasts and ephemeral patterns to define the essence of smart, yet feminine optical style. Made of lightweight nylon fiber, the frame features sleek geometric temples and sophisticated flex hinges for essential resilience and a personalised fit, while the colour palette offers both classic tones (black and havana) for great versatility, and three seasonal colours – including red, night blue and a delicate grey–, for a more contemporary look. The temples of the coloured versions are enhanced by an exclusive, high definition cherry blossom print inside and the «LIU SHISHI FOR VOGUE EYEWEAR» signature (on the right temple), which both add a symbolic element to this Muse-inspired look. Available in Asian Fit on certain colors.

VOGUE eyewear

VO 2990S

Evoking the expressive dualities of acclaimed Chinese actress, Liu Shishi, this complementary cat-eye shape combines glamorous upswept volumes with refined symbolic designs and high quality finishes for modern women who love to reinterpret their role in defining show-stopping, contemporary style. The lightweight, perfectly balanced nylon fiber frame flaunts contoured monotone frontals and wide geometric temples, which are enhanced by an exclusive cherry blossom motif inside and the signature «LIU SHISHI FOR VOGUE EYEWEAR» on the inside of the right temple, while quality gradient sun lenses in feminine shades guarantee protected, alluring vision and the ultimate in comfort and style. The 5-colour palette offers classic black or havana monotone and three trendy seasonal tones, including red, blue and a delicate grey, which are combined with contrasting pink, red or white floral motifs for a superlative finish. Available in Asian Fit on certain colors.



VO 2795S

Vogue Eyewear gives new emphasis to the unique, trendy shape of global style, evolving this best-seller phantos sun shape into an ambassador of cosmopolitan glamour. This symbolic style features the national colour of Chinese actress, Líu Shishi to reveal the passionate soul of expressive, Muse-inspired style. Soft, feminine profiles and slender tapered temples feature an exclusive cherry blossom motif and the signature «LIU SHISHI FOR VOGUE EYEWEAR» on the inside of the right temple. The lightweight nylon fiber frame offers a comfortable, flexible fit and superlative finish, while high quality gradient lenses in alluring complementary shades guarantee a total look for uncompromisingly stylish, protected vision. Available in Asian Fit.



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

Luxottica Group S.p.A.

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