



## WOMEN FALL/WINTER 2015 COLLECTION

### UNIQUE FINISHES & FLAWLESSLY FUNCTIONAL DESIGN FOR COSMOPOLITAN WOMEN

In line with Vogue Eyewear's passion for quality style with a cosmopolitan soul, the FW2015 collection reflects the dynamic elegance and visionary glamour of modern women from around the globe.

In fact, Vogue Eyewear launches the Fashion Story #3 - Texture Collection dedicated to and inspired 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 two styles autographed by Adriana Lima; the filigree of the lustrous aqua green of Indian Jade decorates one style dedicated to Deepika Padukone, and delicately blossoms inspire the two styles signed by Liu Shishi.



#### VO 2992S

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 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.



#### VO 2988

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. 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.

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## VO 2991S

Inspired by the sensual beauty of Deepika Padukone, this flattering shape combines glamorous volumes with fine, symbolic patterns and high quality finishes for modern women who love to play with complementary dualities. The light nylon fiber frame flaunts bold monotone frontals and geometric temples enhanced with the intricate filigree pattern, as well as «VOGUE EYEWEAR INSPIRED BY DEEPIKA PADUKONE» on the inside of the right temple. The color palette offers three trendy seasonal tones, including red, blue and the lustrous aqua green, which are combined with pink, lilac and dark violet motifs for a superlative, high resolution finish.



## 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 colour palette offers 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 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 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

Also, Vogue Eyewear introduces two new stories: Drops & Circled C! These new stories reveal Vogue Eyewear's constant dedication to research and design, expressing a truly contemporary vision of feminine style through a sophisticated approach to eyewear décor.

Enhancing the Casual Chic segment, the iconic Drops theme takes on a futuristic twist with modern linear volumes and state-of-the-art finishes. Created using an avant-garde spray-on technique, the unique Drops finish literally condenses the 3D and gradient effects of this season's hottest trends into raised, glossy drops on contrasting matt temples, embodying the shimmering Casual Chic allure of contemporary women who always look cool, whatever the weather.



## VO 2993S

The sleek linear volumes and fine finishes of this chic cat-eye sun shape define a look of casual elegance with just a touch of futuristic glamour for contemporary women who love urban style and unique details. The lightweight nylon fiber frame flaunts shiny & opal tones on the frontals and matt-finish temples that feature the new shiny Drops effect for a fresh, tactile take on décor. The varied color palette includes: top blue gradient on opal light blue, top black gradient on transparent grey, top violet gradient on opal powder, black and Havana. Available in Asian fit.



## VO 2998

Complementary forms and intriguing finishes characterize this modern optical style for smart women. In contrast to the rich shiny & opal tones of the cat-eye frontal, this style flaunts fine tapered temples in up-to-date, matt gradient colors with the innovative Drops finish for a tactile take on structural décor. The modern color palette includes: top blue gradient on opal light blue, top red gradient on fire red, top violet gradient on opal powder, black and Havana. Available also in Asian Fit.

Talking about the Timeless segment, the Circled C story presents the fine proportions of classical elegance with a hidden twist, redefining essential shapes with concealed structural décor that is as flawlessly functional as it is beautiful. The semi-circular metal décor at the head of the temples incorporates an invisible swivel screw-hinge and precious Crystals from Swarovski® that symbolize the multifaceted beauty of understated glamor, turning essential elements into exquisitely handcrafted components of Timeless style.



## VO 2994SB

Refined elegance and luminous glamour define the aesthetic of this perfectly proportioned square sun shape for discerning women who expect 100% flawless style. Featuring 28 precious Crystals from Swarovski® hand-set into the functional Circled C screw-hinge décor, this light nylon fiber frame features a varied color palette, including these combinations: dark blue and opal powder, violet and opal pink, mud and opal light blue, black and dark Havana. Available also in Asian Fit.

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## VO 5002B

Feminine styling and discreet proportions delineate the soft, elegant look of this butterfly optical shape for modern women who appreciate the fine aesthetic of timeless style. Lightweight nylon fiber style is embellished with specially designed Circled C screw-hinges, each of which features 14 hand-set Crystals from Swarovski® for the ultimate in functional décor. Available in these color combinations: dark blue and opal powder, violet and opal pink, mud and opal light blue, black and dark Havana.

### Information on Vogue Eyewear:

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### Luxottica Group S.p.A.

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