



VOGUE EYEWEAR #SHOWYOURVOGUE 2017

GO BEYOND EXPECTATIONS: WEAR YOUR STYLE, YOUR WAY – #SHOWYOURVOGUE

In 2017, Vogue Eyewear goes beyond the trends: Introducing a fresh vision of style that is all about attitude – welcome to the V-side!

Celebrating the multi-faceted beauty of women from around the globe, the V-side means style that plays by its own rules and looks that go beyond beauty. Focusing on individual style from an all-new point of view, this fresh concept embodies the ability to wear your personality with pride and the courage to look the world in the eye with confidence.

True to this maxim, the Spring-Summer collection is popping with personality. Framing both clean-cut design with edgy, urban soul and fresh shapes with feminine DNA, Vogue Eyewear invites women to see the world from their own perspective. From the elegant simplicity of classic-smart aesthetics to the provocative spirit of contemporary design, the range presents a playful palette of materials, colors and décor executions, transforming eyewear into a fundamental accessory for cosmopolitan women who love to express their very own concept of style.

Starting with the trendy, exposed structures and metal minimalism of Light & Shine, the collection evolves through the designer elegance of Casual Chic and luminous layers and crystals of the Timeless collection to reveal the brand's free-spirited expression of contemporary style.



VO4070S

Dedicated to Vogue Eyewear women who wear style their way, flowing lines and playful color accents rework the trendy double-bridge formation of this light, upswept full metal design for a look of non-stop elegance with contemporary flair. Fine dual color effects cut a striking silhouette with matching metallic tones on the outer profile and temples contrasted with colored metal rim circles and matching temple tips. Available in these combinations: brown and copper, black, copper and fuchsia, silver and blue, gold and green.

**VO4060S**

Rediscover the hidden angles of feminine style with this light retro-contemporary full-metal shape – designed for fashion-forward women with their very own concept of personal beauty. Enhancing the light volumes of the trendy double bridge and linear temples, classic metal tones contrast colored rim profiles for a subtle approach to color. Gradient and warm mirror shades complete the frame for both sophisticated and more playful contemporary looks that reflect the multi-faceted beauty of modern women. Available in combinations of: black, copper and brown, gold and pink, silver and blue, gold and green.

**VO4061S**

This luminous, rounded full-metal shape features a super-fine arched double bridge and warm mirror shades for urban women with a taste for retro-chic style that looks as light as it feels. Contemporary color combinations –, including rich brown with on-trend new copper, soft pink with pale gold or brighter fuchsia or green with copper or silver –, together with classic black, add a fresh accent to classic metal tones, and match the shades of quality gradient and mirror sun lenses for sleek urban style with feminine soul.

**VO4068**

Sinuuous profiles and alluring voids define this fine full-metal frame for urban women with a passion for retro-inspired style and contemporary color. In a feminine view on eye-catching dualities, the outer profile in light metal tones creates a now-you-see-it, now-you-don't effect with the colored rims. Available in a selection of both warm and cooler tones to suit a wide range of style preferences and complexions. The color combinations include: total black, copper and brown, gold and pink, silver and cream and silver and blue.

**VO4059**

The distinctive design of this delicate double bridge rounded optical style is enhanced by feminine contrasts and unique color accents, for a fresh contemporary aesthetic. Playing with ultra-fine volumes and playful tonal accents on the rims and temple tips bring a pop of color to the classic metal frame with a varied selection of up-to-date color combinations – including silver/cream, copper/fuchsia, copper/brown and silver/blue – or total black for super smart versatility with universal appeal.

**V05166S**

This trendy nylon fiber shape feature a sleek metal bridge, deep colors and, for the first time ever in Vogue Eyewear, flat mirror shades, for a selection of designer looks that are both stylish and striking – made for women who are never afraid to show their style! Complementing glamorous dark red or dark blue, soft antique rose and super-versatile black or dark Havana frames, on-trend flat lenses in gradient hues evoke a sophisticated, feminine look, while high quality mirror lenses in offer high-impact contemporary style. Signature piece featured in FW 17 campaign.

**V05167**

Metallic accents and luminous colors highlight the glamorous spirit of contemporary women who love to express their vision of style with on-trend shapes and design-oriented details – all day, every day. Featuring a varied color palette – which ranges from dark, shimmering colors over transparent layers to super versatile classics – this optical style is always In Vogue, and always you. Available in the following color combinations: antique rose on transparent pink, red on transparent red, blue on transparent blue and classic black or dark Havana. Featured in the FW17 campaign for unmissable visibility.

**V05164S**

Subtle, slightly geometric angles and a trendy new double metal bridge profile the chic spirit of this modern sun shape – framing your inner beauty in true Vogue Eyewear style! Shimmering opal gradient tones of violet, blue and brown, and luminous mirror and gradient shades make the nylon fiber front and linear temples look as light as they are, while the fine metal double-bridge adds a shiny accent for an irresistible element of contemporary design. Also available in black or dark Havana with ton-sur-ton gradient sun lenses for a more classic look.

**V05168**

360° metal detailing and super-fine enamel finishes define the aesthetic of women who take casual elegance to a whole new level – for beauty that is as smart as it is intriguing. Featuring the new tubular wave cut-out décor on slender temples for a finely crafted finish that is beautiful both inside and out, the fluid profile of this flattering shape is enhanced by shimmering opal gradient colors – including shades of opal violet and opal brown – and deep classics – havana and black – to offer a varied selection of looks that are simultaneously feminine and powerful.

**V05135SB**

Light, yet glamorous volumes and finely crafted, luxurious finishes make this voluptuous frame a sparkling addition to the visual identity of modern women with a luminous soul. Flaunting unique tri-layer serigraphy effects in ton-sur-ton color combinations, and a precious Crystals from Swarovski® and polished metal décor, this frame reveals the whimsical spirit and sparkling character of timeless contemporary style. Available in dark shades of red, blue, Havana and brown with striped inners, and universal monotone black, gradient lenses complete the alluring look.

**V05170B**

Cutting a strikingly elegant profile, this lightweight nylon fiber rectangular shape flaunts a fine metal and sparkling Crystals from Swarovski® décor for timeless women with polished style. Available in dark tones of red, blue, brown and Havana, as well as monotone black, a tri-layer serigraphy effect on the inner profile adds an expressive edge to a classic look for women who love to show their Vogue. Fitted with flex hinges, this style guarantees durable, easy-to-fit, all-day comfort.

About Vogue Eyewear:

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Luxottica Group S.p.A.

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