



VOGUE EYEWEAR – WOMEN'S SPRING/SUMMER 2015 COLLECTION

Experimenting, playing, discovering new styles and trends: this is what brings the Vogue woman closer to the language of fashion and its transformations. The play element is essential for Vogue. It has enhanced the international fashion scene with new and original creations from the Seventies, constantly able to capture the spirit of the times. Playfulness, a style open to change, but also classic elegance are features that make up the very identity of the Vogue brand, preferred by dynamic women who take pride in their style. The Vogue woman chooses Vogue Eyewear to live the contemporary world with liveliness and taste, and with a modern inspiration that takes its cue from the fashions of the past and reinterprets them in a carefree and original way.

The three segments of the new collection reflect this modernity with a style enhanced by exclusive details that highlight its class and charm. These easy-to-wear frames, are discreet but luminous with details like colour transparencies, three-dimensional motifs on the temples and glitter effect on fronts and temples. The extraordinary glamour profiles give the collection contemporary inspiration, when harmony of movement combines with a modern and fashionable look. The warm colours, available in transparent or matt shades, convey light and softness to each model, contributing more than ever to the feminine effect which corresponds to the glamorous spirit of contemporary women. And it is precisely these unexpected transparencies and luminous shades of green, violet and dark red that convey to these fashion models a touch of originality and contemporary character: bright colours full of light, defining the feminine spirit of the new Vogue inspiration. Through the trendy and fun style of *In Vogue*, the contemporary and discreet taste of *Casual Chic* and the classic, elegant and essential lines of *Timeless*, Vogue presents a selection of models that once again play a lead role in this modern age.

IN VOGUE

VO 2787

An acetate optical model featuring a contemporary design profile which combines linearity, flexibility and comfort, perfect for women seeking the most essential *In Vogue* style. The soft square profile and the colour effects add a touch of energy to the elegant lines of this frame. This optical combines the latest fashion show trends with discreet details: the temple has an unusual line that creates a dynamic and modern contrast with the more classic shade of the front, enlivened by colourful two-layer transparencies for a new and original luminosity. Perfect for anyone seeking an elegant and cutting-edge look as well as a perfect fit. This piece is available in various transparent colour combinations: from violet/yellow to dark red/pink and green/violet.



VOGUE eyewear

VO 2866



Enhanced by the square butterfly shape of the frame, this model presents a cool style, ideal for young, playful and bold women conscious of the latest fashion trends, who together with a trendy style seek all the practicality of flexible comfortable-fit materials. The detail of the extra-slim and lightweight front and of the temples with their flexible earpieces ensures personalised comfort and a style which is perfect for everyday use. The colour range is fresh and original and presents a front with transparent bi-colour shades, the liveliness of which is enhanced by the slim rounded metal temples, featuring a brushed finish for an extra-pleasant and playful contrast. Intriguing reinterpretation of a classic proposal in transparent shades including violet/yellow, dark red/pink and green/violet.

VO 2907



A bold profile for women who are aware of their own identity and seek a well-defined and modern style. The soft acetate front, suitable for all needs, features a flexible hinge, providing strength and comfort. Precious and original details make this optical frame truly one of a kind: the kaleidoscopic motif inside the temple creates a subtle and very striking optical effect, while the high-definition materials, alongside the splendid *In Vogue* colours give this model a playful and original spirit. The colour range is conceived to cater to all preferences and includes the classic single-colour shades of dark Havana and black as well as the modern variations of the petroleum green, violet or dark red transparent front with double layer temple in petroleum green, dark red or violet with internal screen print respectively.

VO 2870S



A dynamic style and trendy look for this sun model, designed for young and modern, style conscious women who like playing with their look and with fashion styles, details and colours. Perfect for all women seeking a brilliant and dynamic style, the cat profile of the front in nylon fibre is pleasantly in contrast with the slimness of the gunmetal brushed metal temple for an effect of unexpected originality and extraordinary lightness. Further enhancing the model are the exuberant two-layer transparent colours: transparent green/violet top with brown gradient pink gradient light blue lens, transparent violet/yellow top with brown gradient pink lens, transparent dark red/pink top with gradient brown lens.

VO 2918S



The lightweight and curvilinear volumes combined with kaleidoscopic transparencies of this sun model reflect the essence of the *In Vogue* style. Distinguished by a butterfly profile with strong and well-defined features, this nylon fibre eyewear presents the bold detail of the thick and ripple lines of the temples, for a final touch of undisputable glamour. With its optical effect, the kaleidoscopic motif inside the temples enhances what is an already one-of-a-kind model that is further distinguished by a perfect fit suitable for all types of needs. The colour selection is rich and playful and goes from classic dark Havana to the modern variations of the transparent front and two-layer temple with internal screen print in combinations of violet, petroleum green, dark red and, for the first time, also black.

VO 2919S



A round and super-trendy profile, the style and shades of the coloured transparencies reflect the feminine beauty of the essential features of this acetate sun model distinguished by a unique originality. The acetate frame can be adapted to a whole series of different requirements and provides an impeccable fit combined with exceptional comfort and style. The colour range is vast and includes the classic shades of black and dark Havana as well as more modern variations, defined by new and luminous transparencies. This sun model comes with front/temple combinations in the following transparent variations: dark red, green and blue.

CASUAL CHIC

VO 2911



An acetate optical model distinguished by a soft rectangular profile highlighted by unexpected details full of glamour. Designed for a young woman with a versatile style in search of a cool and feminine look, this eyewear presents a three-dimensional motif plaited on the temple and further lit up by a glitter finish also applied on the front, for a sophisticated and modern look. This eyewear offers a perfect fit and is available in classic and versatile black, or a selection of colours able to highlight a fresh and playful personality: brown/glitter brown, violet/glitter violet, petroleum green/glitter green, dark red/glitter dark red. Also available in Asian fit version.

VO 2915S



Stardust is the essence of this nylon fibre sun model with its bright layers of light which, by combining glamour details and materials, give life to an unforgettable model. The sophisticated pantos profile is enhanced by the elegance of the relief motifs on the slim nylon fibre temples, for an extremely stylish final touch, ideal for Vogue women seeking precious and casual elegance. The logo is applied under resin outside the temple and the colour range presents glitter variations covered by colour transparencies that give this one-of-a-kind model extraordinary light effects. Available in black or with brown top/glitter brown temple, petroleum green top/glitter green temple, dark red top/glitter dark red temple, violet top/glitter violet temple.

VO 3949S



Classic and intriguing luminosity with a vintage flavour in a totally contemporary reinterpretation: this is the concept behind the style of a sun model that plays with the latest fashion trends while adding a touch of highly-personal and casual femininity. The *edgy* and square profile of this semi-rimless sun model in metal and nylon fibre is further enhanced with the plaited motifs applied in relief on the temple, which convey a touch of formidably-original hyper-femininity. Ideal for women who love to challenge the more traditional fashion conventions, this model presents playful glitter colour matches for the temples and coordinated shades for the fronts in brushed or matt metal. Alongside the classic and versatile variation of black is a rich and luminous colour range; brushed gunmetal front with brown/glitter temple and matt brushed violet front with violet/glitter temple, matt brushed pink front with dark red/glitter pink temple.

TIMELESS

VO 2910B



Pleasantly irregular in its one-of-a-kind and bold shape, the optical model is distinguished by transparent shades and intricate structure, reflecting the bright essence of the light and conveying a timeless elegance. Refinement enhanced by the *Treasure Knot*, detail, the modern evolution of Vogue's *Timeless* motif, here sculpted in relief metal and enhanced by the application of SWAROVSKI ELEMENTS® on all the outer corners. The materials of the soft transparent acetate front and of the rounded and contrasting acetate temples contribute to the elegance and the modernity of the design, highlighted by a surprising colour range. Available in Asian fit version, this eyewear comes in black or in the following colour combinations: transparent cherry front and dark red temple, dark Havana front and brown temple, transparent grey/violet front and grey temple, transparent pine green front and black temple.



VO 2916SB



Distinguished by the splendid *Treasure Knot* detail, already presented in the more classic Vogue collections, this sun model with its slim and square profile is further enhanced by precious details which highlight the timeless elegance of the lines and intriguing light effects. A slim and lightweight profile, evidenced by the slimness of the temples and the high-tech nylon fibre material ensure this eyewear fits perfectly and makes it extremely adaptable to all requirements. The particular *Treasure Knot* detail is enhanced by the precious decoration of the SWAROVSKI ELEMENTS® applied to the metal detail which, together with the pleasantly contrasting colours of the front and temple, give this timeless model an inimitable style. Available in classic black or in a rich and interesting front and temple colour combination: cherry/dark red, grey-violet/grey, pine green/black, dark Havana/brown.

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

Luxottica Group S.p.A.

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