



Pauli Cohen/Michelle Du Preez  
LIPPE TAYLOR  
212.598.4400 ext. 164/115  
pcohen@lippetaylor.com/mdupreez@lippetaylor.com

## Silhouette Introduces the Timeless and Classic Titan Design Collection

Linz, February 25, 2010. Silhouette, the world's leader in rimless eyewear, has introduced its newest collection to the rimless family – Titan Design. Inspired by both simplicity and a commitment to detail, the contemporary Titan Design features an impressive combination of precise lines, unique quality and innovative design.

These classic rimless eyeglasses are inspired from the simplicity of nature contrasted with the structured design of modern architectural masterpieces. Featuring high-tech titanium temples with decorative cubes, the hand-crafted Titan Design was created to meld with the wearer's personality.

The Titan Design's innovative materials provide all wearers with the highest level of comfort while allowing each face to radiate in this rimless work of art. The modern screwless hinge solution –a standard for Silhouette– is implemented on the largely handmade Titan Design as well. The expressiveness of the Titan Design is complemented by 12 harmonious colours, each falling into a distinct category:



**Style Icons:** Village Charm, Red Lady, Pretty Woman  
**Beauty Program:** Tender Wheat, Spring Blossom, Silver Sky  
**Avant Garde:** Daily Business, Ebony Touch, City Nights  
**Smart Classics:** Velvet Oak, Upper Class, Country Time

The nearly endless possibilities for exclusive eyewear personalization are what make the Titan Design a truly unique creation. As with all Silhouette frames, eyeglass wearers can tailor each pair to perfectly match their eye colour, face shape, skin tone and personality. This unique freedom to choose from unlimited options can only be made possible by Silhouette rimless eyewear, allowing wearers to enjoy each day without restrictions.

### About Silhouette Optical, Ltd.

Silhouette Optical, Ltd. is a subsidiary of Silhouette International ([www.silhouette.com](http://www.silhouette.com)), the Austrian eyewear manufacturer founded in 1964 by Arnold and Anneliese Schmied in Linz. In addition to the Silhouette brand, the Company also produces and markets worldwide models of the licensed brands Daniel Swarovski crystal eyewear and adidas eyewear. Silhouette eyewear is available in over 100 countries. For further information, visit [www.silhouette.com](http://www.silhouette.com).

Facebook and Twitter users can also visit Silhouette's Facebook page ([www.facebook.com/silhouetteinternational](http://www.facebook.com/silhouetteinternational)) and Twitter feed ([www.twitter.com/wellseeing](http://www.twitter.com/wellseeing)) for the latest news and information and share their experiences with other Silhouette fans.

###