

## **DIESEL – SPRING/SUMMER 2011 EYEWEAR COLLECTION**

Colour effects are in the forefront for summer 2011 in the new collection of Diesel sunglasses and eyewear frames. Inspired by the Seventies and Eighties, reinterpreted in a novel guise with strong-personality iconic details for a decidedly contemporary attitude.

The new “Young” sunglasses surprise with their impacting colours, mirrored-effect lenses, original fluorescent shades and hot colour contrasts. And also the new optical frames feature lively shapes and appealing colours.

The new vintage “Young” sunglasses feature strong-impacting colour solutions and a bold imposing style. The design is inspired by the Eighties and expressed through the ample injected shapes (**DS 0214**) and metal aviator silhouettes (**DS 0213**). The colour range surprises with special effects, such as original mirrored-effect sections on the lenses, dégradé effect nuances, original fluorescent shades and impacting colour contrasts... an ultimate showy look!

Inspired by glam-rock, these women’s sunglasses feature a seducing cat’s eye shape that is decorated with a thin metal chain that perforates the lens and envelops a corner of the front. The colours include brown, red, cyclamen/violet, cornflower blue, white and black (**DS 0208**).

The unisex sunglasses that are produced in acetate and metal stand out for their Seventies style, and knurled temples of different colours with an iridescent effect. The colour range includes shades of black/silver/palladium, green/ruthenium, blue/grey/ruthenium, brown/ruthenium/dark (mod. **DS 0221**).

The optical frames eyewear collection present new styles with appealing designs and lively look (**DV 0177**, **DV 0181**, **DV 0178**). The models are available in tiny all-coloured shapes, personalised by major design details, such as the unmistakable “D” icon positioned on the faceted earpieces.

Among the many proposals are the men’s models with a rectangular ultra-modern design in acetate. They feature original temples with three-dimensional volumes (**DV 0174**). Other men’s frames in acetate are inspired by the Fifties, with very interesting contrasting-coloured shapes (**DV 0175**). The women’s optical frames have a very strong personality with a light steel front and multi-layered acetate temples. The iconic contrasting enamelled logo plaque is positioned on hot colours (**DV 0179**).

The inimitable style of Diesel eyewear is the result of the cooperation between the Diesel Creative Team and the Safilo Design Department.

The new collection of DIESEL sunglasses and optical frames is produced and distributed by the Safilo Group. They are available from Diesel stores, major department stores and exclusive opticians’ the world over.

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