

DIESEL PRESENTS A NEW AND ORIGINAL COLLECTION OF EYEWEAR FULL OF COLOURS, ENERGY AND...STRIPES!

A LIVELY LOOK AND BRIGHT COLOURS

Big news regarding the DIESEL eyewear collection! Autumn 2010 sees the launch of the optical frames dedicated to very young. With their appealing design, lively look and bright colours, the DIESEL glasses will be truly irresistible!

DIESEL, a brand that sets the most innovative fashion trends, now presents a contemporary, unconventional and surprising eyewear collection. Made to attract attention, this eyewear comes in more minute shapes and in the freshest colours. Fancy shapes, original colours, utmost comfort thanks to the "flex" hinge: these are the winning features of the new frames! And naturally, "must have" design details are ever present, such as the unmistakable "D" icon on the faceted lines of the earpieces, which never passes unnoticed.

A combination of a free-and-easy mood and a modern spirit, the boy's acetate frame (**DV 0177**) has a rectangular shape, personalised on the temples by the logo positioned on cool matching colours. Black with black/white/fluorescent temples, dark Havana with light blue temples, red with grey temples, brown-beige with orange temples, green-blue with grey temples, blue-light blue are all the shades to be seen and tried!

Intriguing with a trendy appeal is the girl's cat's-eye frame produced in acetate (**DV 0181**). It is decorated on the temples with the "Diesel" logo-designer label. The glam inspiration colours include black with black/white/fuchsia pink temples, dark Havana with fuchsia temples, red with beige temples, cyclamen/pink/blue with fuchsia temples, violet/green with pistachio temples, blue/light blue with white temples.

With an "easy-to-wear" inspiration for the unisex acetate glasses (**DV 0178**), they are rounded and vaguely retro in shape. They are available in contemporary colours such as brown with black/white/fluorescent orange temples, dark Havana with violet temples, dark red with red temples, cyclamen/pink/blue with fuchsia temples, violet/green with pistachio temples and blue/light blue. The Diesel logo stands out on the temples, for immediate recognition.

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

The Diesel collection of sunglasses and optical frames is produced and distributed by the Safilo Group.

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