



## MAX MARA FALL/WINTER 2014/2015 FASHION SHOW SUNGLASSES

Max Mara presents the new sunglasses that hit the catwalk at the Fall/Winter 2014/2015 fashion show, an inspired blend of neo-minimalist inspirations and metropolitan style. The new eyewear model evokes Anglo-Scottish elegance, reinterpreted with a contemporary, urban flair, representing a perfect combination of masculine and feminine, grunge and glamour, functionality and luxury, exquisitely reflecting the brand's "utility luxe" ethos.

The squared acetate/metal frame with softly rounded edges and smooth profiles reflects the understated elegance of the Max Mara woman. A fine interplay of transparencies lends an ultra-lightweight feel to the new sunglasses, highlighted by clean, essential lines, recalling the minimalist design of the brand's new accessories.

Subtle transparencies and opal hues underline the silhouette's pure profiles, delicately revealing its construction details, celebrated as structural yet decorative elements. Soft British-inspired nuances, reflecting the color palette of the House's ready-to-wear collection, are perfectly matched with the dazzling gloss effect of the gold metal frame: orange, moss green, honey, grey and havana, with plain or shaded brown or grey lenses.

The new Max Mara sunglasses (style MM C-MASTER) will be available at Max Mara boutiques and high-end opticians worldwide starting Fall 2014.

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

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