

# GUCCI

## GUCCI FALL/WINTER 2014-2015 EYEWEAR COLLECTION - WOMEN

Gucci presents its Fall/Winter 2014-2015 eyewear collection, introducing new sunglasses and optical frames dedicated to a contemporary and sensual woman. The styles are embellished with new versions of the brand's distinctive signature motifs, interpreted with innovative finishes that reflect the tradition of excellence and the flawless savoir-faire of Gucci.

### Mod. GG4263/S and GG3717

These geometric butterfly-shaped sunglasses and optical frames feature an innovative combination of materials on the temples, externally covered in a diamond pattern fabric, a signature texture from the heart of Gucci's archive. The inside of the temples presents a comfortable soft-to-the-touch rubber material, for a pleasant feeling, embellished by the GG interlocking metal logo. The metal front of the sunglasses is enhanced by a refined interplay of tone-on-tone colors, such as dark ruthenium/black, gold/black, light gold/chocolate, red gold/ivory, while the optical Optyl frames comes in the elegant tones of transparent violet, opal grey, black and Havana.



### Mod. GG3710/S

Designed with a blend of geometric lines, these women's sunglass styles echoes Gucci's elegance and exquisite details, for a strong yet feminine statement. The frame is in Optyl, a registered trademark for an ultra-lightweight plastic material allowing for dramatic contrasts between the black front and the lenses in grey, gold mirror, blue and red flash. New transparent temples, with shaded metal cores, complete these strong yet feminine sunglasses.



### Mod. GG3719

The sophisticated cat-eye frame of this optical frames conveys a refined allure, defined by the interplay of metal and acetate on the sides, as a new interpretation of the classic Gucci web motif. The color palette includes black/gold, Havana/brown, mauve/gold, ivory/beige, blue/matt blue, semimatt black.



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## GUCCI FALL/WINTER 2014-2015 EYEWEAR COLLECTION - MEN

For Fall/Winter 2014-2015 the Gucci eyewear collection for men features a classic yet modern look: the new sunglasses and optical frames are inspired by a combination of retro feeling and impeccable craftsmanship, subtly interpreted with an elegant spirit.

Mod. GG2256/S, GG1082/S, GG1073

These sunglasses and optical frames – in metal or in acetate and metal – feature linear shapes defining the silhouette with sharp precision and new proportions in the Men eyewear segment. The round shapes draw inspiration from the sensual retro feeling of the Fall/Winter Fashion Show, enhanced by the flat design and the ultra-slim the metal temples, enhanced by original plastic oval-shaped end-tips, with the GG logo visible inside, for a distinctive touch and a comfortable feeling. The flawless quality of the sunglasses is completed by adjustable nose-pads, allowing a perfect fitting, and mineral glass lenses, ensuring the highest quality of vision.

The palette includes ruthenium and gold, black and Havana, as well as the sophisticated nuances of spotted Havana in yellow, green and burgundy.



*As part of a worldwide eco-friendly program designed to progressively reduce the company's impact on the environment, Gucci sunglasses feature 100% recyclable packaging with FSC (Forest Stewardship Council) Certified paper, while the unique foldable cases minimize stock space, limiting both the weight and amount of shipments and in turn helping to reduce 60% of CO2 emissions. Following the House's environmental commitment, Gucci eyewear collections include sunglasses and optical frames in bio-based acetate, a special material that contains a higher than usual proportion of natural components, as well as sunglasses made in Liquid Wood, a bio-based and eco-friendly material that represents an alternative to the plastic generally used in the production of eyewear. Liquid Wood is made from bio-based materials: wood fibre from sustainably managed forests, lignin from paper manufacturing processes and natural wax.*