

## SMITH OPTICS FALL/WINTER 2014/2015 EYEWEAR COLLECTION

For Fall/Winter 2014/2015, Smith Optics – a leading international outdoor sports eyewear brand – presents a new eyewear collection that combines cutting-edge technology with the brand's unmistakable style: a tribute to Smith Optics' rich heritage and longstanding history spanning 50 years.

The brand's new collections of sunglasses and optical frames perfectly reflect the authentic values for which Smith is renowned and appreciated worldwide including, its great passion for innovation, commitment to design and masterly craftsmanship.

### NEW COLLECTION OF SUNGLASSES

#### CLAYTON

With its innovative design and vintage-inspired details, the new CLAYTON sunglasses flaunt an unconventional spirit and set new fashion trends.

The frame's softly rounded slim profiles are highlighted by the double bridge on the front, while the brand's written logo stands out on the slim temples.

The frame's colour palette explores tones of gloss black with grey-green lenses, white with brown lenses, dark burgundy with black lenses, tortoise yellow with brown lenses and tortoise black with grey-green lenses.



#### WAYWARD

An inspired blend of technology and design, the new WAYWARD sunglasses exquisitely embody Smith Optics' timeless spirit.

The large front's sinuous lines are perfectly matched with the temples' geometric profiles, lending a sporty flair to this unisex wraparound model. These sunglasses – made from a bio-based material used for the brand's eco-friendly Evolve line – have a green attitude and deliver unparalleled performance. Thanks to the revolutionary ChromaPop™

polarized lenses, they ensure crisp, perfect vision and optimize colour perception. The classic colour palette includes: Havana with brown lenses, gloss black with grey-green lenses, matte black with bronze or blue mirrored lenses. This model is also available in gloss black with ChromaPop™ ignitor polarized and photochromic lenses.



#### OUTLIER - TI

With its 100% titanium frame and slim profiles, OUTLIER TI takes technology and innovation to new heights with these men's squared sunglasses which are an exciting new version of the brand's all-time bestseller.

Wearability and style are combined with utmost performance, thanks to the innovative ChromaPop™ polarized lenses. The frame is offered in a classic, fine array of colours including: matte black with grey-green lenses, matte palladium with grey lenses, dark grey with blue mirrored lenses, semi-matte gold with grey-green lenses, and semi-matte brown with brown lenses.





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## NEW COLLECTION OF OPTICAL FRAMES

### DALTON

Contemporary and sophisticated, this new men's steel optical frame features a unique design and premium materials, ensuring maximum comfort and a lightweight feel. The rectangular front's tapered profiles are perfectly matched with ultra-slim temples featuring acetate-covered tips, for a snug, perfect fit.

Semi-matte nuances add a note of pure elegance to the frame which is available in the following colourations: light grey, dark grey, palladium and brown. These glasses come in two lens sizes: 54 and 57.



### ABRAM

This new men's optical frame combines different materials with fine stylistic details for utmost comfort and a timeless design. An alluring interplay of colours between the rectangular acetate front and the temple tips adds a fresh note, while two metal rivets on the front lend character to the model. Available in a variety of colour combo hues such as black-green, burgundy-grey, olive-brown, Havana-grey and black-ruthenium, these glasses come in two lens sizes: 55 and 57.



The quality of SMITH OPTICS sunglasses and optical frames is guaranteed by the experience of the Safilo Group.

### SMITH OPTICS

Based in Sun Valley, Idaho, Smith Optics Inc. was founded in 1965 with the creation of the first-ever goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, snow and motorsports goggles, snow helmets, prescription eyewear and ballistic eye protection. The brand's devotion to authenticity, innovation, performance and style has made Smith the right choice for outdoor sport enthusiasts and athletes worldwide. For more information, visit our website [www.smithoptics.com](http://www.smithoptics.com)