



PIERRE CARDIN 2013 EYEWEAR COLLECTION

The new Pierre Cardin eyewear collection for Spring/Summer 2013 denotes a sophisticated style and reflects the inspired blend of French originality and Italian creativity for which the celebrated brand is renowned. The new sunglasses and optical frames feature geometric lines and precious jewel-like detailing, which lend a distinctive, unique flair to these models.

Women's models: playful elegance

Mod. **P.C. 8375/S** and mod. **P.C. 8384**

These women's acetate sunglasses are enthralling with their fine cat-eye silhouette, whilst the optical frame is characterised by a classic, soft shape. Both models are decorated with a crescent-shaped, jewelled detail enriched with a semi-spherical insert on the temples in shades of tourmaline grey, mother-of-pearl white and tiger-eye brown. The colour palette includes mélange tones of blue and crimson, as well as nuances of black and dark Havana for the sunglasses and peach/brown/beige, lilac/blue, beige/grey/khaki or Havana for the optical frame.



Mod. **P.C. 8376/S** and mod. **P.C. 8385**

These women's acetate sunglasses have harmonious, round profiles while the optical frame features a square shape with softly rounded edges. The temples, bearing the brand's photo-engraved logo, are embellished with alluring geometrical patterns, recalling the distinctive style of the House's '90s collections and created by using three-layer acetates. These models come in edgy colour combinations ranging from purple/crimson/burgundy to brown/nude/white, or combine the understated hues of black with grey or Havana, available with brown lenses; the optical frame also features tones of crimson red/burgundy.



Men's models: a timeless design

Mod. **P.C. 6150/S**

An easy-to-wear silhouette and clean, simple lines characterize these casual acetate sunglasses. A sophisticated metal hinge bears the brand's engraved logo, which stands out on nuances of blue, black and dark Havana with brown or shaded grey lenses.



Mod. **P.C. 6155**

A double bridge and a fashionable shape define the trendy spirit of this men's acetate optical frame. This model stands out with its ultra-lightweight feel and alluring colour palette ranging from classic hues of green, Pierre Cardin's iconic colour, to Havana, as well as black and dark Havana.



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

Safilo Group HQ Communications Department
Milan – ph. +39 02 76020154
Padua – ph. +39 049 6985459
e-mail: pressoffice@safilo.com
www.safilo.com