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SUNWEAR: THE LATEST IN STYLISH EYE PROTECTION FROM THE ESSILOR GROUP

Sunglasses are an important component of Essilor's solutions to correct, protect and prevent risks to people's visual health. We revisit recent sunwear developments from the Group shown at the MIDO eyewear show.

Essilor showcased a number of sunwear innovations from 25-27 February in Milan, Italy at MIDO, an event that this year attracted more 55,000 international visitors eager to explore the latest in optical design and fashion.

Essilor® Sun Solution, created in 2015 to bring the sun lens expertise of the Group to sunwear designers and manufacturers, presented its 2018 collections at the show. Essilor® Sun Solution worked with leading trend, style and innovation consultancy Peclers Paris combining a scientific approach to color and perception with global trends analysis. The result is a new spring/summer collection developed around performance and style in two key themes which also include new custom design effects for textured surfaces:

- Vital: inspired by light, nature and living things featuring sun lenses in yellow greens, nudes and faded flowers
- Telluric: inspired by extreme nature with three magnetic hues: intense red, deep browns and night-time turquoise.

Essilor® Sun Solution lenses feature in a range of premium fashion brands and high performance sunglasses.



NO ORDINARY SUNWEAR FOR NO ORDINARY PEOPLE™

Bolon®, the Group's flagship eyewear brand in Asia, also launched its 2017 collection at MIDO, introducing a new brand ambassador – American actress and model Hailey Baldwin – to support its international expansion. Its sunwear collection combines a range of colors and tints in high-quality polarized or mirror lenses with the company's expertise in uniquely crafted lightweight frames for a range that's designed to express every style.



Essilor continues to share its innovations and solutions at key industry events around the world. Join us at Vision Expo East in New York, USA from 30 March – 2 April.

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