



**ESSILOR**  
SUN SOLUTION



**IED**

2017.06.29

## **SUNWEAR: HOW ESSILOR SUN SOLUTION IS INSPIRING YOUNG DESIGNERS**

Explore the sunglass concepts developed as part of a creative partnership between Essilor Sun Solution and international design school Istituto Europeo di Design (IED) based in Italy.

Essilor Sun Solution, the Group division dedicated to non-prescription sun lenses, launched a collaboration with IED last year, with the aim of stimulating new eyewear design ideas inspired by its E-SUN™ KOLOR UP™ lenses. Students from the IED jewelry and accessory design program were given the challenge of creating concepts for sunglass frames to highlight key technical and aesthetic qualities such as enhanced visual experience, improved color perception and vision protection.

Three concepts have been selected for the second phase of the competition that will evaluate the designs along with marketing campaigns developed by students in visual communications. The innovation and originality of all the designs impressed the jury so much that Essilor Sun Solution is sharing the students' ideas and inviting people to vote online for their preferred project. Awards for the best sunglass concept and campaign will be made at the 2017 Silmo international optical fair (6-9 October), along with a special 'digital media mention' for the most popular project from the online voting.

> [Explore the 13 creative ideas that show how an exceptional sun lens can be a source of inspiration for sunglass design. Click here to vote online.](#)

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INNOVATION

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From enhancing visual depth to reducing glare, sunglass lens colors serve a variety of different purposes across sport and lifestyle situations. Essilor® Sun Solution™, the Group division dedicated to sun lenses, has introduced new colors and coatings in line with current fashion trends.

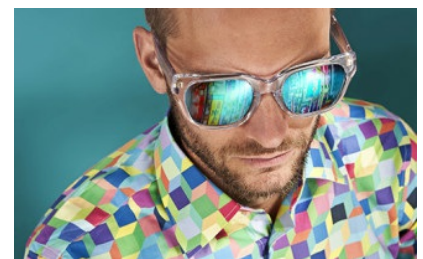


2016.03.17

INNOVATION

### KOLOR UP™: A NEW SUNLENS COLLECTION TO ENHANCE WEARER EXPERIENCE

With an ambition to build strong brands that are top of mind with consumers, Essilor has received awards for two of its brands in early 2016: Costa sunglasses and Crizal.



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