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KOLOR UP™: A NEW SUNLENDS 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.

Using a technology developed by Essilor research, Kolor Up™ sunlenses modulate the light that hits the retina and the wavelengths of the primary colours that are captured by the eyes' photoreceptors. Result: an improved colour perception that brings nuances to life yet maintains excellent vision through a perfect UV protection, even in strong luminosity.





Pour en savoir plus : <http://www.essilor-sunsolution.com/en/kolor-up>

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