

THE AMAZING COVER UP

Trends for 2008: "Made in Italy" eyewear still strong on charm

Milan, May 3, 2007 – If you want to conquer, amaze and wrap yourself in an aura of mystery – cover up. "Made in Italy" eyewear is looking to astonish its international audience with refined styles and shapes. Always new, always surprising. For lovers of the cat style, vision eyewear and sunglasses go total black -- fascinating, lavish, definitely diva -- black as night for souls of darkness. Gold dust and earth tones spell style that says "enlightened" and elegant, within the bounds of moderation. A fresh, alluring look sets apart eyewear that seems to have flown off a palette of kaleidoscopic colors. And finally, rays of sparkling light glance off neon white frames for an illuminating effect.

CAT STYLE

Black is back

Black, unrivalled synonym for elegance, stands for seduction on the catwalks of 2008. A stripped-down, yet mysterious color, its alluring ways lend charm to the charming, thanks to the inspired shapes and materials that dress it up. The style says fairly "feline", for sun and vision eyewear that envelopes the wearer, extravagant enough for a Diva.

Black as night for souls of darkness; essential meets ageless classic.

CARNIVAL

A kaleidoscope of shapes and variegated shades that fill the eyes and spirit with emotion

A fresh and inviting look enhances eyewear that seems to burst out of a kaleidoscopic palette of colors. Perfect for those who love to be seen... thanks to this fanciful, light-hearted accessory.

Not content to be just a useful vision aid, now a fashion companion, a tasteful complement to one's dress... or one's mood.

NEON WHITE

Fashionable candor

Brilliant streaks of light stream from neon white frames, for an illuminating effect that lights up the runways of 2008.

White has been revived, in all its candor, becoming the cult color of the new collections; elegant, refined, seductive and naive; eyewear, armed with innocence, enchants at first glance.

CARAMEL GOLD

Warm tones and precious metals, because seduction is always a question of refinement Gold dust and earth tones for an "enlightened" and elegant look, where moderation spells good taste. For those who yearn for glamour, without sacrificing class and style, 2008 offers the precious refinement of gold that illuminates the glance, combined with the earthy tones of an eyewear statement designed to please the sophisticated man and woman who know what they want.

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