

## FALL/WINTER 2014/2015 MAX MARA EYEWEAR COLLECTION

Max Mara showcases the new Fall/Winter 2014/2015 eyewear collection. The new sunglasses and optical frames reflect the brand's new, constantly evolving creative vision, with ultramodern design elements and an inspired blend of expert manufacturing techniques, sophisticated architectural shapes and innovative materials. The new eyewear models are the utmost expression of the House's stylistic codes with great attention to detail and skillful craftsmanship, and a tribute to elegance and femininity.

The new creations for the next season are designed for the sophisticated and self-confident contemporary woman who expresses herself and her dynamic personality through style. These sunglasses and optical frames highlight the eye with a refined color palette featuring soft, opalescent hues enlivened by trendy notes of rust, emerald green and midnight blue.

Expert manufacturing techniques lend an ethereal, lightweight feel to the glasses, while a harmonious blend of volumes and proportions makes each model unique.

### Mod. MM CLASSY I

With a lightweight feel and slim profiles, these skilfully crafted sunglasses exquisitely combine acetate with metal, reinterpreted as a thin graphic line framing the lenses and running along the temples. The color palette features soft, subtle hues underlining these glasses' fine proportions.



### Mod. MM THICKNESS and MM 1214

These acetate sunglasses and this optical frame look to the past with their 70s-inspired cat-eye silhouette and skillfully crafted ultra-lightweight volumes, ensuring utmost comfort. These models, characterized by the Max Mara metal logo on the initial part of the temples, come in warm nuances of havana as well as classic shades of black.



### Mod. MM 1222

This new optical frame perfectly reflects the metropolitan-chic allure of the House's new fashion show sunglasses, hot off the Fall/Winter 2014/2015 catwalk: the new model flaunts an 80s-inspired acetate/metal frame and a lightweight feel. Subtle transparencies and opal hues underline the silhouette's pure profiles, delicately revealing its construction details, celebrated as structural yet decorative elements.



The Max Mara collection of sunglasses and optical frames is produced and distributed by the Safilo Group.

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