



OXYDO - SPRING/SUMMER 2014 EYEWEAR COLLECTION

For Spring/Summer 2014, Oxydo further develops the stylistic elements that were launched during the last season and have since become the brand's new distinctive signature details. The new eyewear collection features innovative, unconventional sunglasses and optical frames with a minimalist design and a revolutionary approach to colour.

The ever-present range of bold and lightweight models, the laser-engraved logo on the right temple tip and the iconic "step hinge" – which creates a small gap between the front and the temple – are the brand's distinctive elements.

Each model comes in four colors, corresponding to four stories and characterizing the entire collection: three basic nuances – eminent black, remarkable Havana, nude tone – and an of-the-moment color that changes as the seasons change. The Spring/Summer 2014 seasonal color will be volcanic rust, a lively, intense hue that shimmers like magma and shines like the sun.

Sunglasses

OX 1072/S

With a lightweight feel and a minimalist, essential design, these men's sunglasses feature a unique mix of acetate and metal, conveying pure, unconventional elegance. The large, rectangular-shaped front has smooth, rounded edges, while the ultra-flat metal temples are characterized by the ever-present step hinge.

This model comes in the collection's four nuance-stories, where the seasonal color is reinterpreted as orange rust, perfectly combined with grey metal temples.



OX 1076/S

With their softly rounded front and ultra-slim profiles, these women's steel sunglasses assert a strong, forthright personality.

With a timeless design that will never go out of style, this season's distinct color is presented in an exciting shade of matte rust with shaded grey lenses and a discreet flash coating.



Optical frames

OX 537

This large, rectangular-shaped acetate optical frame for men has bold, thick profiles and wide temples with a metal core, for a strong visual impact.

Similarly to the new sun proposals, this model also features the brand's distinctive stylistic elements, including the unmistakable step hinge, and comes in the brand's new color palette, which revolves around the four nuance-stories.



OX 547

This cat-eye acetate optical frame for women blends different shapes and materials: the front and temple tips come in the same color and are perfectly matched with ultra-slim metal temples embellished with the iconic step hinge.

The color palette features the four color stories, reflecting the new chromatic identity of the sunglasses collection.



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

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