



## MAX MARA SPRING/SUMMER 2014 FASHION SHOW SUNGLASSES

Exclusive and unique, the new Max Mara sunglasses that hit the catwalk at the Spring/Summer 2014 fashion show are a blend of neo-minimalist elegance and urban spirit inspired by the Big Apple, the art and fashion capital of the world.

These oversized, softly rounded steel sunglasses with thin, smooth faces celebrate the sophisticated, understated elegance of the Max Mara woman. The new model features an ultra-lightweight feel, with slim metal temples and a trendy “tipping” effect on the edges, similar to the smooth lines of the brand’s new accessory collection.

The varnished metal frame is embellished with tone-on-tone color combinations inspired by the refined hues of the House’s ready-to-wear collection – such as nude with light gold and powder lenses, copper with gold and brown lenses, smoky grey with ruthenium and shaded grey lenses – or enlivened by intense, bright nuances – such as cornflower blue with light gold and shaded grey lenses or red with light gold and brown lenses.

The new Max Mara sunglasses (style name: MM RUNWAY) will be available at Max Mara boutiques and high-end opticians worldwide starting in January 2014.

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

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