



POLAROID EYEWEAR BRIGHTENS UP SPRING WITH ITS 2014 SPRING FLYER COLLECTION

Polaroid does it again: after the great success of last year's collection, Polaroid Eyewear captures once again the spirit of spring with its new 2014 Spring Flyer Collection, which, this year, will be tinged with bright, vibrant colors and fancy patterns.

Playful and easy-to-wear, the new eyewear models are perfect for young trendsetters who want to express their personality and mood through fashion. Offered in a kaleidoscopic array of colorful models that you can wear anywhere, anytime and that, thanks to the Polaroid Ultrasight™ polarized lenses, the collection provides maximum protection and safety.

The new glasses feature unusual color combinations for a strong visual impact, as well as a unique brushed metal effect, which is the common thread running through the collection and accompanied by multicolored graphics. Stylish Polaroid Ultrasight™ mirrored lenses complete the look and ensure perfect, glare- and distortion-free vision.



P 8400

These unisex rectangular-shaped plastic sunglasses with high, wavy temples reflect all tastes and preferences and are perfect for any face shape. This model features a modern design, highlighted by two metal rivets on the front. Contrasting colors on the front and temples add an edgy, lively note to these glasses, available in matte shades perfectly combined with mirrored lenses: crystal with silver lenses, red with red lenses, blue with blue lenses, gray with yellow lenses.



P 4319

Ultra-slim profiles and temples lend a lightweight feel to these metal sunglasses characterized by the distinctive teardrop-shaped front with a double bridge. The Polaroid Ultrasight™ mirrored lenses and the frame's glossy nuances brighten up this unisex model which comes in the following color combinations: white with silver mirrored lenses, red with pink mirrored lenses, matte gray with yellow mirrored lenses.



P 8443

These new sunglasses look to the past with their vintage-inspired design and softly rounded lines. The rectangular silhouette's bold profiles, which soften on the bridge, are perfectly matched with wavy temples, adding a dash of retro flair. This model comes in vibrant, brushed-effect hues highlighted by Polaroid Ultrasight™ mirrored lenses including: crystal with silver lenses, red with red lenses, purple with purple lenses and matte gray with green lenses.



P 8448

The P 8443 plastic model is presented in an exciting new folding version (P 8448), now even more versatile and "sporty" thanks to their unique design. The front and temples can be folded in half, so you can easily slip the glasses into your pocket. The brushed metal-effect frame is enlivened by the Polaroid Ultrasight™ mirrored lenses, for a truly high-tech style: white with silver lenses, black with red lenses, blue with blue lenses and gray with blue-green lenses.

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

POLAROID

Polaroid Eyewear is a worldwide leader in eye-care and optics and a pioneering international eyewear brand that owes its name to the invention that changed the world of technology and optics: polarized lenses. Polaroid, since it was established by Edwin Land in 1937, has strengthened its reputation as a leading brand in polarized lenses thanks to the exclusive Thermofusion™ technology. Today, Polaroid produces and distributes its polarized sunglasses, Clip-ons, Suncovers™ and optical frames worldwide through its owner subsidiaries and its network of exclusive distributors. The brand joined the Safilo Group in April 2012. For further information: www.polaroideyewear.com.

Polaroid supports Sightsavers, an international charity, in preventing eye problems and improving eye health as well as the lives of people in the world's poorest countries, ensuring access to quality eye care for all.

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