



Silhouette[®]

ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

BEAUTY

— IN ALL ITS FORMS —

N°80 JOURNAL 2020

SILHOUETTE
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MANAGEMENT

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WITH
PRESCRIPTION
LENSES

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Silhouette®

ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

In the eye of the beholder

Mirror, mirror, on the wall, who's the fairest of them all? What do we mean when we talk about beauty? Is it charisma? A unique style? Confidence? A smile? Charm? Inner satisfaction? Or just being happy? Whatever the case may be, one thing is clear: being beautiful on the outside requires being beautiful on the inside.

One person who is an expert on this topic is Dr. Helmut Leder, who has dedicated his research to closely analyzing our aesthetic perception and what it means for product design. In our interview with him, he explains how the definition of beauty is so loaded with contradictions.

It's very hard to put your finger on what beauty actually is. Unless, of course, you're talking about the TMA Futura, which we also introduce in this edition. This is an iconic pair of sunglasses, beaming with style and impressive design features. Along with Roland Keplinger, Head of Design at Silhouette, we look at the sources of inspiration behind these enduring eye-catchers.

At Silhouette, beauty takes many different forms. As a proud Austrian company with a long tradition for minimalist design, we are committed to values that have been handed down over generations. Quality, style and unique design have always been the focus of our work, and the beautifully crafted artworks of the Atelier Collection are no exception. These one-of-a-kind pieces are the embodiment of beauty and elegance. They span the generations with their eternal allure and values that have stood the test of time. They are precious heirlooms, with classic beauty and personalized touches that add to their emotional depth and make them a lifelong companion.

Whether it's eyewear, architecture, makeup, fashion or everyday life, beauty is everywhere we look. In every face. In every detail. So, you want to know who's the fairest of them all? The mirror might have a surprising answer for you: It's in the eye of the beholder. And if beauty comes from within, it never fades. It isn't just a physical feature that catches our eyes, but something that reflects enduring beauty and timelessness.



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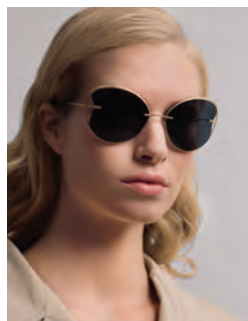
ICONS

Maximum minimalism

- 05 PRETTY PROTECTORS
Discover the origins of the first sunglasses, and learn how they morphed into a fashion statement that protects the eyes.
- 10 BACK TO THE FUTURE
Look back with us on the past and forward with us into the future, with our iconic design, the TMA Futura limited edition.
- 12 BEAUTY OF DESIGN
How does a product's beauty affect its quality?
An interview with Univ.-Prof. Dr. Helmut Leder on aesthetic perception and what makes a product's design work.
- PRECISION
At home in Austria and around the world
- 14 YOU LOOK SPECTACULAR
How to make a fashion statement with your glasses. Makeup artist Bianca Hartkopf offers professional style advice.
- 22 FRAMED
Full-rim glasses are an eye-catcher. Find out how to choose the perfect model that expresses your features.
- 24 STAYING POWER THAT LASTS FOR GENERATIONS
With a devotion to precise hand-craftsmanship, quality and products that stand the test of time.



**TITAN DYNAMICS
CONTOUR**
Model 5540
Shape IO
3530 Cassis Sundown



**TITAN ACCENT
SHADES**
Model 8173
3630 SLM POL Gray



LIGHTNESS

Experiencing weightlessness

- 26 DESIGNER LIFE
Find out where Silhouette Head Designer Roland Keplinger finds his inspiration, from his favorite travel destination to his favorite eyewear design.
- 28 MASTER OF FORM
Oliver Jahn, editor-in-chief at *Architectural Digest* magazine, in an interview on the extraordinary art of Santiago Calatrava.
- 32 LIGHTNESS OF BEING
Seeing through rose-colored glasses: Join coach Doris Huber on a mental journey towards lightness and positivity.
- 34 INSIDE
A look inside Silhouette and the many forms of beauty that we love, from individual style and self-expression, to our passion for pure, lightweight design.

TITAN BREEZE
Model 8716
7010 SLM Blue Mirror
Gradient

Pretty protectors

The ultimate fashion statement meets perfect eye protection. Modern sunglasses combine style with substance.

They are a must-have accessory that has continually evolved for centuries. This is the history of sunglasses and sun protection.



REVOLUTIONARY YET TIMELESS
This iconic design is back and better than ever, and is ready to celebrate its twentieth anniversary with an all-new look. Whether oval-shaped or squared, this futuristic style combines an impressive design with 100% UV protection.

Plus, Silhouette Light Management® filters out harmful blue light and offers anti-glare protection for more powerful contrasts and vibrant colors.

TMA – THE MUST COLLECTION
Model 8168
6560 SLM Glossy Gold Mirror

Model 8715
6660 SLM Glossy Silver Mirror



INNOVATIVE AND PROTECTIVE:
The new Titan Breeze is based on the classic aviator shape. In addition to its innovative design, it offers all the benefits of Silhouette Light Management®, which protects the eyes even more fully from hazardous UV radiation.

TITAN BREEZE
Model 8716
7530 SLM POL Gray

The

Titan Breeze from Silhouette shows how far sunglasses have developed in recent times. Including protective features designed for your lifestyle, these lenses block hazardous UV rays while also providing anti-glare protection. They come in an array of innovative

designs and contemporary shapes that add a splash of style to every moment. They also feature a pleasant brightness-enhancing effect and vibrant color vision.

THE VERY FIRST SUNGLASSES

It's an evolution that has taken shape over centuries, starting out as merely a functional accessory. Indigenous people like the Inuits used to protect their eyes against highly reflective snowy landscapes with contraptions made of bone or wood. They cut slits into the ribs of seals to minimize the amount of light that reached the eye. During ancient Roman times, sunglasses took on a more fashionable significance. During the late Middle Ages, green lenses, and sometimes even blue ones, were all the rage. What do all these predecessors to modern sunglasses have in

common? None of them were very effective at protecting the eyes from the sun.

EVOLUTION: CUSTOM EYEWEAR FOR TRAVELERS

Starting in the nineteenth century, opticians began creating custom sunglasses for athletes and travelers, primarily designed to protect the eyes. Yet, the real breakthrough for sunglasses, in which they came to be seen as not just a protective but also a stylish accessory, came a full century later. That's when scientists discovered the dangers of UV rays. New target groups like automobile drivers, pilots and tourists increasingly started looking for sun protection for their eyes. Batch production of sunglasses began in the 1930s, and along with the rise of mass media, this development paved the way for the future popularity of sunglasses. Pilots posed for photos wearing sunglasses, movie stars of the era were seen wearing them to premieres, and the rest is eyewear fashion history.

A MUST-HAVE: SILHOUETTE SUNGLASSES

Since 1964, Silhouette eyewear has been synonymous with quality, design and innovation. Protecting the eyes has always been our top priority, and the most vivid example of this is our patented Silhouette Light Management®. This innovative

technology produces sun protection lenses that create a perfect visual experience. Unlike conventional lenses, Silhouette Light Management® lenses do not darken the field of vision. Instead, they filter out the interference of mixed colors to produce brilliant, high-contrast color vision. In addition to offering optimal anti-glare protection, Silhouette sunglasses block harmful blue light and UV rays. Some models also include polarizing filters which block light that bounces off of water and reflective surfaces, particularly advantageous for athletes and drivers. All of these features combine to produce a safe and comfortable visual experience.

**TECHNOLOGICAL BRILLIANCE:
SILHOUETTE VISION SENSATION®**

Thanks to our in-house Lens Lab in Austria, our frames and lenses come from a single source, allowing most of our models to be perfectly made for one another. Silhouette's custom-made sun protection lenses offer a perfect visual experience, unparalleled, feather-light comfort, clear vision in any situation and improved peripheral vision. They also create a fashion statement that is in a class of its own. For glasses wearers and sun seekers, this makes them a versatile choice that outshines the competition.

**TITAN ACCENT SHADES:
A NEW DIMENSION IN PROTECTION**

The Titan Accent Shades collection combines the stylish shapes and elegant design of Accent Shades with the innovative technology of the hinge-free Titan Minimal Art. Butterfly-inspired rings embellish the expressive lens shapes, which feature hand-polished outer metal edges. This is also a model that gives a new definition to sun protection. The lenses block harmful UV rays and provide anti-glare protection.

**ACCENT SHADES: THE TECHNOLOGY OF
PERFECT PROTECTION**

Accent Shades seamlessly combine design, technology and protection. Their shapes were inspired by the Peruvian giant blue morpho butterfly. The lenses feature architectonic cutouts and a seemingly weightless structure, with hinged temples made from both titanium and SPX®. The thin, intricate design and beveled edges of the lenses add to the unique charm of this collection. They also feature Silhouette Light Management®, which provides protection from the sun.

Iconic design, cutting-edge technologies and total protection: Silhouette sunglasses offer an exceptional visual experience, even in the harshest sunlight.

ACCENT SHADES
Model 8724
9040 SLM POL Gray

“LIGHTNESS,
COMFORT AND
TOTAL
PROTECTION
FOR THE EYES.”

IN A LEAGUE OF THEIR OWN:
Titan Accent Shades are the finest example of how far modern sunglasses have evolved. They are a cool fashion statement that also provides unrivaled protection for the eyes.

Now, with Silhouette Vision Sensation®, every model from the Titan Accent Shades collection can be fitted with prescription lenses at our in-house Lens Lab. There's never been a more perfect, custom-made match between Silhouette lenses and frames.

TITAN ACCENT SHADES
Model 8173
3630 SLM POL Gray

TITAN ACCENT SHADES
Model 8718
9140 SLM Glossy Gold Mirror

TITAN ACCENT SHADES
Model 8174
7530 Classic Brown Gradient

Back to the future

A chapter in fashion history: the new, limited-edition TMA-Futura is as light and extravagant as its legendary predecessors. Join us for a look back on the past and into the future of this iconic eyewear collection from Silhouette.



The new TMA-Futura

The future is now. Silhouette puts a modern twist on classic 70s eyewear, bringing retro-chic to a new generation. Futuristic shapes for an extraordinary look: this unisex model features a spacey full-rim design with a specially developed polyamide shield and a stylish U-shaped cutout above the wide nose bridge.

TMA-FUTURA Model 4077, 4010 Tricolor Lavender



Barbie's Silhouette Futura

To celebrate Barbie's 40th birthday in 1999, Silhouette created a special-edition of its iconic eyewear just for the famous doll herself: the Silhouette Futura collection. This year, Silhouette wishes Barbie a very happy 60th birthday!

Vintage Futura

The Silhouette Futura collection has always captured the imagination of wearers. In the 1970s, this extravagantly trendy collection became a runaway bestseller. "Futura gave Silhouette the chance to make a name for itself. It was a collection that caught people's attention," said Dora Demmel, former Silhouette Head of Design 1964 -1991 on the occasion of the company's 40th anniversary celebration. Part fashion, part artwork, this futuristic showpiece is now a coveted collector's item which has become increasingly rare.



“FUTURA
GAVE
SILHOUETTE
THE CHANCE
TO MAKE
A NAME FOR
ITSELF.”

Dora Demmel, Silhouette Head of Design, 1964 -1991



Look to the future

Full-rim eyewear is taking the fashion world by storm once again. The TMA-Futura Model 4077, his: 9060 SLM Blue Mirror Gradient, hers: 8530 Brass Mint Mirror Gradient features a larger-than-life shape with delightfully futuristic tinted lenses. Their intricate titanium temples create a contrast with the striking frames. This iconic eyewear is bound to cause a sensation.

Beauty of Design

The definition of beauty is filled with contradictions. Just because something is beautiful, does that also make it good? How does beauty influence our sense of well-being? Univ.-Prof. Dr. Helmut Leder is an expert on our perception of aesthetics. His research has produced some truly astonishing results.

What makes certain things aesthetically pleasing to us? Psychologist Helmut Leder has dedicated his work at the University of Vienna to the aesthetics of design details, from product innovations to eyewear design. Alongside quality, aesthetics and beauty are key criteria that attract us to the products we buy. We spoke with Dr. Leder about innovation, successful design and how beauty impacts our lives.

— You are an expert on how people perceive aesthetics. What makes certain things attractive to us?

Our research shows that beauty attracts the eye. In one experiment, for example, we used a camera to track eye movements and then asked the participants afterwards to tell us what they thought was beautiful during the test. We could then see that the things that they described as beautiful also held their gaze for longer. In other words, beauty structures our everyday lives. We look towards things that are beautiful to us. We perceive things as beautiful when certain objects seem pleasing to our senses, or, in other words, when it feels good to look at something.

— What makes a sleek, minimalistic design so attractive?

If we notice the sleekness of a design, we become aware of the fact that the design is reduced to its most basic components and still does everything it's suppose to do.

— Are minimalistic shapes easier and quicker for us to grasp?

Of course, we like it in general when things are easy to recognize. Alongside quality, aesthetics and beauty are the most important criteria that spark our desire to own a product. For example, psychological models related to art experiences have found that mental associations are a source of aesthetic pleasure. Surprisingly, our research shows that even people who are living with Alzheimer's disease still show consistent aesthetic preferences. That is incredible!

— How do you explain the appeal of innovative design?

We are fascinated by the novelty and innovations of a newly created design. We take pleasure in it and find joy in innovation itself. Research says that this joy as it relates to a product can remain for a long time.

— Does the maxim of "form follows function" apply to design?

If the function is entirely clear, then the form can also be very surprising, as is the case with a pair of rimless eyewear consisting only of a nose bridge and temples. It not only serves its purpose, but also does it very well, because there are no frames to block your field of vision, so your vision is optimized in every respect. The same goes for full-rim eyewear, which comes in shapes that purposefully draw other people's attention toward your eyes.

AN EYE FOR BEAUTY

Univ.-Prof. Dr. Helmut Leder has dedicated his research to topics such as aesthetics and designer products.

TITAN DYNAMICS CONTOUR

Model 5540, Shape JF
7110 Titanium/Gray

“BEAUTY TRIGGERS LITTLE IMPULSES OF POSITIVE EMOTIONS.”

— How do you account for differences in the way people perceive aesthetics? Is it a matter of education? Having a trained eye? Having good taste?

Of course there are influences, whether it's trends or fashions, but our experiences also shape us to a large extent. And since that's the case, it's worthwhile to invest in an aesthetic education. At school, but also at home. If we can enjoy things that are aesthetically pleasing, then beauty produces little reasons to be happy in our everyday lives.

— How would you say this insight influences product design?

The area around the eyes is the most meaningful part of the body. It expresses your thoughts and feelings and attracts the attention of others. There's been surprisingly little research about the influence of eyewear on the face. As far as we know, our study is the first systematic attempt at researching various types of eyewear. What makes an eyewear design successful? Look with your aesthetic perception, for example, at Silhouette's eyewear. It is nice to see how this eyewear expresses lightness, while virtually placing no limits on the field of vision.

— How does beautiful design affect our sense of well-being?

Our experiments have shown that beauty triggers little impulses of positive emotions which can have a positive effect on our sense of well-being throughout the day and beyond. It's also true that beauty attracts and holds our gaze. It actually even enhances its own positive effect!

— Considering the importance of aesthetics, how important is it for eyewear to be designed so that it optimally enhances the wearer's beauty?

Whenever you look at a person's face, you first look at the eyes, then the mouth and nose. The question is, do glasses attract even more attention to the eyes? And is there a difference between full-rim and rimless glasses? We have found that all eyewear attracts attention to the eye region, which is so important for the first impression you have of a person. To answer your question, it's very important, and even more so if you're beautiful to begin with! (laughs)

TITAN DYNAMICS CONTOUR
Model 5540
Shape IO, 7000 Blue Glacier
25 - 0% Blue Gradient

You look SPECTacular

Discover how enchanting new eyewear models from Silhouette can enhance your style. Here are a few tips from world-renowned South African MAKEUP ARTIST BIANCA HARTKOPF.

Blue Eyes

Left page

1. Rimless eyewear gives you the advantage of showing off the natural radiance of your eyes.
2. This look coordinates blue eyelids with the nuanced colors of the eyewear.
3. A gentle gloss on the cheeks and lips adds a an elegant finishing touch.

Red Lips

1. These rimless glasses are delicate enough to be paired with many makeup styles.
2. Neutral eye makeup creates a lovely contrast to the matte red lipstick.
3. This goes well with brown mascara on the upper lashes.
4. Combine lip liner with a seductive red lipstick for an enchanting look.

TITAN DYNAMICS CONTOUR
Model 5540
Shape JL
6040 Caramel Brick



Green Eyes

1. This eye makeup style with glowing green eyeshadow lives by the motto, "more is more".
 2. The lenses of your glasses lessen the impact of your eyeshadow, so don't be afraid to go with a more striking color.
 3. Soft pink lips create a fresh and enchanting look.
- Pro tip:* For extra precision, try applying your lip color using a lip brush.

INFINITY VIEW
Model 2923
1060 Cool Glacier
25 – 0% Mint Gradient



Beautiful Brows

1. Full-rim glasses perfectly frame your eyes and make the eyebrows the star of this glamorous look.
2. Start by preparing the eyebrows with brow soap, then use a brow pencil to add definition.
3. A lip balm in soft pink adds a glossy finishing touch.

INFINITY VIEW
Model 1594
8640 Champagne Jungle



Futuristic

1. The timelessly beautiful frames of these full-rim glasses leave plenty of room for a bolder style of eye makeup.
2. Liquid liner is a great way to achieve a futuristic look. The precise line tapers into a dynamic angular shape diagonally above the outer corner of the eye and then back along the top of the eyelid.
3. Finish with a creamy lipstick in soft pink.

LITE SPIRIT
Model 2927
9020 Black Shiny/Gold



Cat Eye Makeup

1. A perfect pair: Eye-catching glasses and expressive eye makeup are the focal point of this look.
2. Start by highlighting the eyes with an intense cream-colored eyeliner. The precise line runs along the eyelid and is then expressively extended beyond the outer corner of the eye.
3. Apply multiple layers of mascara to create an even more intense look.

LITE SPIRIT
Model 2925
6040 Vintage Havanna



Natural

1. The full-rimmed eyewear perfectly frames the face. Be sure to create a radiant skin tone.
2. A good foundation is the starting point for any makeup style. Moisturizing cream plus a spray mist add extra freshness.
3. By using the same color on the lips and cheeks, you create an enchantingly natural look.

MOMENTUM FULLRIM
Model 1592
3530 Cassis Sundown

Sun-kissed

1. This glamorous style steps back and lets the extravagant sunglasses take center stage.
2. The key is to create a radiant glow, so it's essential to use a nurturing foundation.
3. Bronzer on the cheeks gives the face a sun-kissed finishing touch.

TMA-Futura
Model 4077
8530 Brass Mint Mirror Gradient



LITE WAVE
Model 5532
7530 Soft Gold



Framed

Full-rim optical eyewear is truly an eyecatcher.
It's the perfect way to express your personality. Like a fashion accessory,
it adds an individual touch to your outfit.
Discover the right style of eyewear for your face shape.

Decorative designs: Silhouette's full-rim collections stand for the utmost quality, with an impressive array of classic, elegant designs. This traditional Austrian company has always been dedicated to innovative technologies, timeless design, maximum comfort and unparalleled lightness.

These qualities all come together in the Silhouette Titan Minimal Art, which has sold 12 million pairs worldwide since it hit the market in 1999, making Silhouette the front-runner in premium rimless eyewear. Now, Silhouette is bringing innovation to the next level by creating its thinnest, lightest full-rim eyewear ever. As the name suggests, full-rim eyewear means that the lenses are fully encircled by the frames. This makes them uniquely stable. They come in all different styles, depending on the width of the frames. A delicate metal frame gently enhances the wearer's appearance, while a more expressive frame catches the eye and creates a stronger impression. Conveniently, Silhouette's full-rim eyewear is suitable for any prescription strength.

THE RIGHT EYEWEAR FOR YOUR FACE TYPE

Silhouette has a style for everyone, thanks to the wide variety of shapes, colors and materials it offers. Silhouette full-rim glasses are loved for their classic designs with a touch of contemporary style. Their unique charm is the perfect way for glasses wearers to express their own personalities. Each pair of frames is available in two different models. When selecting the right shape for your face type, think about which style best highlights your features and shows off your personality. The most important factor to consider is your face shape. If your face is round, it's a good idea to choose

squared frames, which will make your face appear narrower and longer. The opposite applies if you have a square jawline; a rounded pair of frames will make your face appear rounder. Rounded and oval-shaped frames are making a big comeback this fall. Aviators and cat-eye glasses are another big trend. If you have a heart-shaped face, you can't go wrong with a rounded or oval-shaped pair of glasses. However, squared frames can also create an interesting contrast for you. For those with a trapezoidal face shape, cat-eyes or other frames that become wider at the top are an excellent choice. If you have an oval-shaped face, you can basically take your pick of any shape of frames and still look great.

LITE SPIRIT
Model 2927
9000 Black matte/Silver



LITE WAVE
Model 5533
4540 Intense Blue



FULL-RIM EYEWEAR: TRULY VERSATILE ACCESSORIES

The lenses are fully enclosed by the frames, creating a more expressive look. Plus, thanks to their elegant, timeless style, Silhouette full-rim eyewear is easy to match with any outfit. Whether you pair them with an evening gown or a business casual look, or simply throw them on with a jeans-and-blouse combo for a barbecue, you really can't go wrong. You'll also find a wide variety of shapes and styles among the Silhouette full-rim collections, for a look that captures and enhances your true beauty. There are hundreds of colors to choose from, so there's a perfect pair of glasses for every style.

TOTAL LIGHTNESS

Silhouette offers a wide range of full-rim glasses with an impressive combination of minimalistic design and unique functionality. There's something for everyone. There's no reason why you can't enjoy maximum comfort while wearing full-rim glasses. The innovative combination of SPX®+ and titanium enables Silhouette to create the world's lightest full-rim eyewear. Silhouette full-rim glasses are always a perfect choice. They are like timeless pieces of jewelry, making them an indispensable accessory for any occasion. There's no better way to let your true personality shine.

“THE
PERFECT
FRAMES
FOR ANY
STYLE.”

When influential trendwatcher Li Edelkoort declared a few years ago that fashion was dead, a murmur could be heard throughout the fashion world. "My interest in fashion comes second to my interest in products", she explained. One might add—products that have style are transformed from everyday objects into something truly special.

By that definition, being a smart shopper means focusing on quality and individuality, carefully choosing well-designed products that will remain with us for a long time, possibly even for generations. This kind of shopping is all about knowing where your products come from. This is a valuable piece of information that must be seen as part of your product's origin story.

STAY TRUE TO YOURSELF

Nevertheless, the "fast fashion" buzz is still as alive and well as it has been for several years now. At Silhouette, we are aware of the fast pace of fashion. However, we take a more self-aware strategy towards our designs, without simply following each new trend that comes along. "We would like to create real values for our consumer and that they get the most out of owning our product. At the same time, our highly individualized eyewear celebrates the wonderful variety of different personalities", says Silhouette CMO Mag. Michael Schmied.

At the same time, our highly individualized eyewear celebrates the wonderful variety of different personalities. Does this mean you should simply ignore the latest fashion trends? Of course not! Fashion should be all about having fun. But it is much more important to be aware of your own style, look for quality and follow good advice when choosing what to wear. If you're comfortable with your own style, you won't be swayed by the latest trend that comes along. Instead, you'll put some thought into choosing products that you'll enjoy wearing for a long time. "Individuality, style, quality and staying power—that's what our customers get when they buy a pair of Silhouette eyewear," says Roland Keplinger, Head of Design at Silhouette International.

With its Atelier Collection, Silhouette showcases its dedication to unrivaled hand-craftsmanship with quality that is made in Austria. Created with patience, precision, passion and decades of experience, our production team draws on the best and the brightest in their fields, using high-precision techniques. The result is truly a work of art, embodying timeless beauty and elegance.

These enduring masterpieces are the product of exceptional design with luxurious materials, methods that are continually being refined, and meticulous attention to detail. The one-of-a-kind pieces from the Silhouette Atelier Collection are designed to be cherished possessions. And they only become more cherished over time. They are prized as the precious treasures that they are, becoming heirlooms that evoke the individual personalities of all who have worn them.



G502 ART SOLAIRE
18 kt rose gold
SLM POL Gray
66 round-cut diamonds

MINIMALISM WITH A LOOK OF TIMELESS LUXURY

With the Atelier Collection, Silhouette creates designs that strike the perfect balance of functionality and elegance, lending an aura of understated chic to any wearer. Designed for true connoisseurs, this collection offers a wide range of options, enabling wearers to create timeless individualized eyewear that brings luxurious understatement to new levels. Silhouette has always been dedicated to long-lasting quality and style. To us, fair trade is not a trend, it's part of who we are.

G025 PURE DÉCO
18 kt white gold
Shape GC
30 round-cut
diamonds

Staying power

that lasts for generations

The notion that fashion has a lifespan of just one season is only a modern precept. That's why we create truly special products that stand the test of time.

Designer life

Find out where Silhouette Head of Design ROLAND KEPLINGER finds his inspiration as he talks about his favorite designs, where he recharges and more.



The designer

Roland Keplinger (age 41) has been Head of Design at Silhouette International since 2012. He is in charge of the designs produced under the Silhouette brand, as well as two other brands, neubau and evil eye. His work finds him constantly on the look-out for innovative solutions in an area where original ideas are hard to come by: unique eyewear design. Roland Keplinger is wearing the *model TMA Unify 5503, Shape CF 7000, Rhodium*.

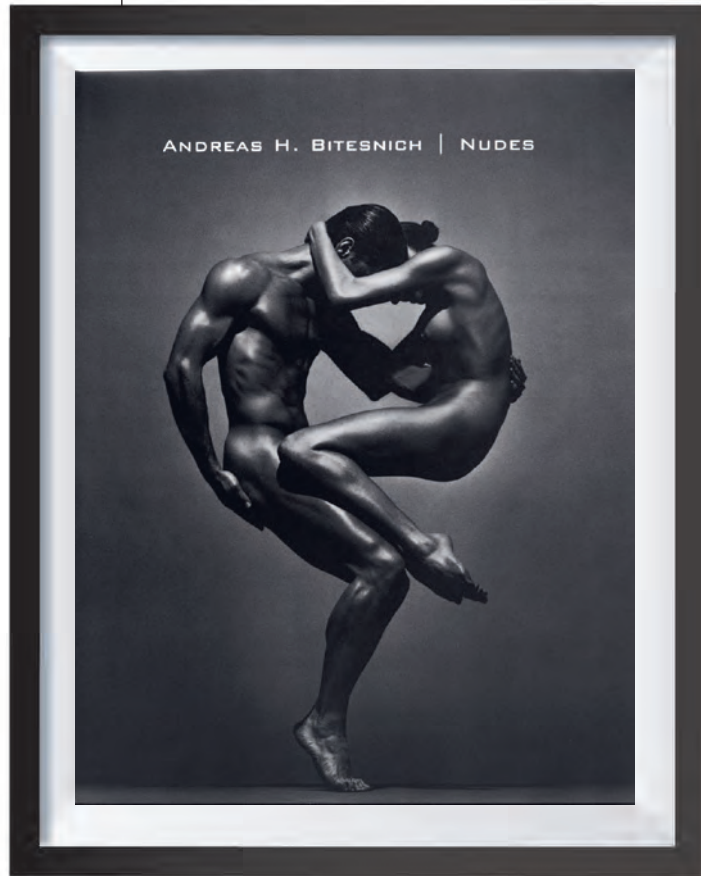
Favorite eyewear

Accent Shades, model 8177, 9030 SLM POL Gray. What makes the Accent Shades so special is how they take texture to a new level. The cutouts give the shape even greater lightness and evoke intricate structural elements seen in minimalistic architectural design. It's the perfect interplay of shadows and light.



Favorite artist

Helmut Newton & Andreas Bitesnich. Because I prefer taking black and white photographs myself, Newton and Bitesnich are two artists who truly inspire me. Bitesnich created an entirely new form of nude photography, and his travel books are also very impressive.



Favorite travel destination

Vancouver. Unfortunately, I've only been there once and didn't have much time to really explore the city and the surrounding area. But I immediately picked up on the vibe and the laid-back attitude. Art, design, sushi places and incredible nature. I'd love to get back to that city sometime soon.

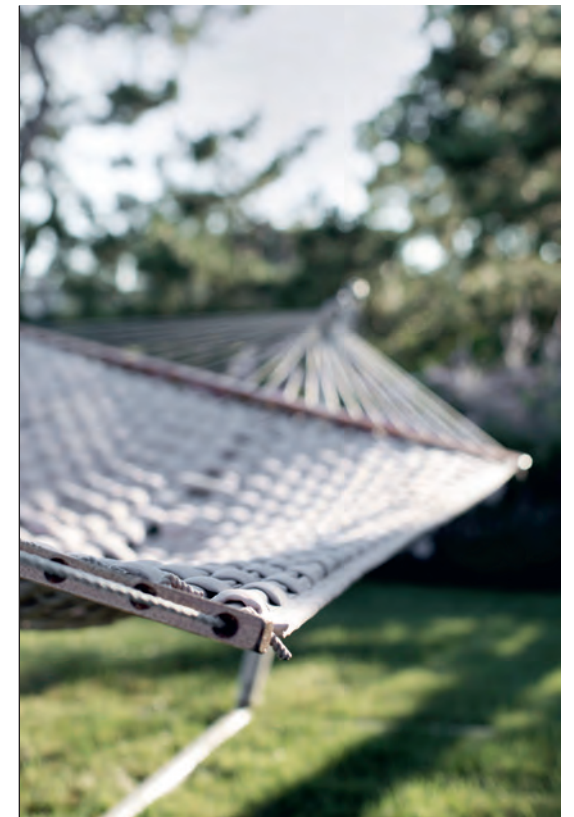
Favorite architect

Santiago Calatrava. His structures are a perfect combination of engineering prowess and an elegant style that seems so easy. The structural elements are organically inspired and, if you look at a design like the Alamillo Bridge in Seville, you sometimes wonder how the intricate, minimalistic structure can actually carry the load. We take a similar design approach at Silhouette. Minimalistic use of materials, maximum stability and fluid contours. You can see that in my favorite eyewear design. Model 8177.



Favorite design

Leica Q-P. I love how it is reduced purely to the essential. Precision, high-quality materials and functionality. Perfect proportions and sophisticated ergonomics, with a simple operating design. The design is based on simple elements, along with the legendary history of the brand.



Where I recharge

My hammock. On warm summer evenings or weekends, I love to lie around at home in my hammock and stare into the blue sky. Sometimes my two kids join me and we rock back and forth, not a care in the world.

Master of form

Santiago Calatrava is widely seen as one of the most outstanding artists among contemporary architects. His work is known for its distinctive lightness. We spoke with OLIVER JAHN, editor-in-chief at *AD Architectural Digest*, about the unique style of this cosmopolitan artist, from futuristic shapes and nature-inspired designs to a vision of beauty as a basic need.

“LIGHTNESS AND AIRINESS GO HAND IN HAND WITH TRANSPARENCY.”

W

hat makes Santiago Calatrava's architecture so popular?

Great modern architecture always reveals the signature of its creator, whether it is Zaha Hadid, Norman Foster or Santiago Calatrava. Yet what makes Calatrava's signature so unique? Above all, it is the incredible lightness and airiness of his designs. Another aspect is the particular types of structures that he has revisited throughout his career. He has an unparalleled knack for designing transitory spaces; spaces which we pass through briefly, such as train stations or bridges. His visual language is deeply inspired by nature, like the Oculus in New York City, connecting busy commuters to One World Trade Center. He succeeds in imparting extraordinary livability into spaces that are actually not intended to be inhabited. What I particularly love about his work is that he has continually built bridges, the ultimate symbol of connecting people with each other.

How would you describe Santiago Calatrava's visual language and the variety of forms it takes?

His visual language is extremely organic, and very agile. It is plainly inspired by nature. Once you've recognized this connection, you'll see it in all of his work, whether it's a shape like the skeleton of an animal or primordial forms from nature, like mollusks or seashells. Suspension is also a recurring theme. Spanning the distances. Just think again about his bridges. His designs are entirely in a league of their own. Birds and other animals, and, above all, the human body in any state of motion — usually captured in watercolor —, these images add an even deeper dimension to his structures. If you didn't know where it came from, his architecture might seem very abstract, even strange. Like something from another time. Futuristic. And in fact it is. But, at the same time, it is also completely linked with the

human body and its dynamics. When you look at some of his structures, you immediately see how they are inspired by organic objects, such as the shape of an eye. And everything is kept in white, which gives his architecture a clean, almost sterile feel. Essentially, there is this wonderful tension between animal and human shapes, on the one hand, and something very abstract, on the other hand.

Lightness is a recurring theme in the designs of Santiago Calatrava as well as those of Silhouette. What are the shapes, materials and stylistic elements that best convey this lightness?

In architecture, lightness is primarily a question of going beyond mere box-like shapes in which light enters through a window in one place or another. Calatrava basically strips back his architecture to the structural elements. Because, of course, lightness and airiness always go hand in hand with transparency. Translucence or transparency are essential. Santiago Calatrava orchestrates buildings as if they were skeletons with an entire phalanx of pillars and struts which condense into organically shaped, fluid structures. Instead of cladding this, or fleshing it out, he leaves it exposed, which creates an extremely penetrable type of architecture. It's as if he makes the heaviness of the materials disappear. It's fascinating.

How has Santiago Calatrava's architecture transformed the urban landscape?

He's definitely transformed it with his distinctive style and his entirely idiosyncratic signature. It's not the kind of architecture that just blends as quietly as possible into a context, and is satisfied to be reduced purely to its function. Santiago Calatrava's architecture possesses an extremely expressive spirit.

Photo: ©Santiago Calatrava LLC, Dubai Creek Tower, Dubai, UAE.

Since 2011, Oliver Jahn has been editor-in-chief at *AD Architectural Digest* in Germany, the leading publication dedicated to international design, interiors and architecture. An avid reader with a personal library of more than 15,000 books, he spoke with us about the unique visual language of Santiago Calatrava.

_____ The *Neue Zürcher Zeitung* once wrote, “Calatrava strives toward one thing with every fiber of his being: beauty. A beauty that captures our attention and elevates us from the banality of everyday life, even if just for one moment.” How would you define beauty in design or architecture?

I don't think there's a better way to describe it. Beauty captures our attention for a moment. That means that in the insanely fast-paced times in which we're living, we still pause and take a moment to reflect. Our eye comes to rest on something. And maybe it doesn't only capture the eye. Beauty is not just a question of how things look. It can also have an impact on the other senses. On our sense of touch or smell. It produces a sense of well-being. Beauty fulfills a basic longing that people have. It is definitely one of our basic needs, right beside eating, drinking and sleeping.

_____ A recent edition of your magazine *AD* was entitled “Go Green!” And other recent titles included “Concentrate!” and “Typically German?” What title would you give the new edition of *Silhouette's* magazine?

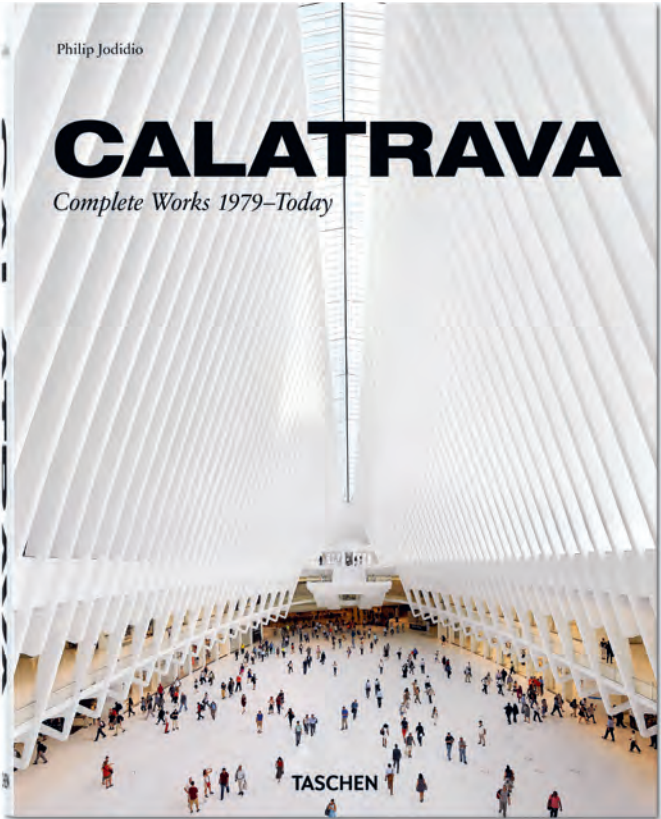
Maybe something like “Take your time.” Or “Free your senses,” to discover other spaces of experience, because that's what it's all about at the end of the day. Not just drifting through every day with your senses closed off, smartphone in hand. But looking around, enjoying all the flavors and aromas. Take time to make real sense of things. And then entirely new worlds will open up to you.

_____ How does design impact you emotionally?

Good, well-executed design adds so much to my life, to my entire personal life, my home, and it also makes me so much happier. Because it gives me a sense of well-being and sharpens my senses. It gives me a different appreciation for the space around me, both in a physical sense as well as in a more abstract sense. That's something good architecture and good design can do.

_____ What do you think it is about Santiago Calatrava's architecture that enables it to resonate around the world?

To me, it's primarily the fact that his visual language is universally recognizable, because it is based on organic shapes found in nature. And those are understandable and accessible for everyone.



More about Santiago Calatrava's work:

TASCHEN
Calatrava: Complete Works 1997–Today
Santiago Calatrava,
Philip Jodidio
Hardcover, 620 pages.

Right side:
©Alan Karchmer
University of South Florida Polytechnic
Campus Master Plan,
Lakeland, FL, USA
©Thales Leite
Museum of Tomorrow,
Rio de Janeiro, Brazil.



TMA – THE ICON
Model 5541
Shape IV
3530 Radiant Rosegold
20% Rosé Tint

Lightness of being

What are the beliefs that shape you? How can you succeed in seeing life more positively, through rose-colored glasses? Join coach Doris Huber on a mental journey towards lightness and positivity. Because happiness is often only one positive thought away!

How would you like to take part in a little experiment? Imagine you're planning a hike in the mountains with your friends. One of your more athletic friends is an experienced hiker, so he's in great shape. You, on the other hand, have been taking it fairly easy lately, enjoying the occasional long walk in nature, followed by a quiet evening on the couch. So, you decide on an intermediate-level hike. The weather forecast looks promising. What could possibly go wrong?

Your athletic friend picks you up early in the morning, beaming with energy. He tells you all about his recent outdoor adventures, and how his week just wouldn't be complete without two visits to the gym. By this point, you're starting to feel like you'll never be fit enough to keep up with him. You start comparing yourself with him, and by the time you're at the foot of the mountain, getting ready to start your climb, you're ready to just give up and go back home. So, now here's the key question: What's on your mind? Are you thinking something like, "What a beautiful day! I'm going to enjoy this hike. I'll go at my own pace and soak up the positive energy that other people are putting out there." Or, are you saying to yourself, "Everyone else is in such better shape than I am. They'll all be standing at the top, waiting for me to catch up. How embarrassing." How likely do you think you'll be to keep up if you're thinking negative thoughts like these? And how will you ever be able to enjoy this trip if those are the kinds of thoughts going through your head? The answer is plain to see.

How emotions control our behavior

How happy we feel depends on the following interplay: Think—Feel—Act (behavior)—Have (results). This is the key message behind Byron Katie's method known as "the Work," which is all about reversing negative beliefs. Everything always starts with a neutral thought. Each day, at least 60,000 thoughts run through our heads, whether consciously or unconsciously. Each one of these thoughts starts off as merely a piece of information and nothing more. The second we start judging our thoughts, either as positive or negative, there's a chance we might trigger some stress. And then we fall into autopilot mode, which can have significant effects. Our judgment sparks an emotion. We might feel good, brave and satisfied, or inadequate, unhappy and unsatisfied. It's the emotion that then controls our behavior. That determines how we will react to situations and people, and what we will say or do. In the end, the results will be whatever we've triggered with our thoughts on the subject at hand. If you're thinking, "I am not fit enough," then you'll probably wind up half-heartedly trying to climb the mountain, with very little motivation to succeed. And it's all because of just a few negative thoughts! If we focus on what is beautiful and positive and think energizing thoughts, then we can easily reach the top of the mountain. Physical fitness is the least of our concerns at that point. In other words, the more positively we think, the more positive results we'll achieve through our actions. And this will lead to even more positive experiences.

“AROUND 60,000
THOUGHTS
RUN THROUGH
YOUR HEAD
EVERY DAY.”

Seeing through rose-colored glasses

We've all heard the phrase, "Seeing the world through rose-colored glasses." The fact of the matter is, seeing the world this way is actually worthwhile. That's because colors influence our physical and mental state. They can improve our inner world of feelings, enhance our perception, elevate our mood and increase our sense of well-being. Each color acts as a specific type of stimulus which triggers certain associations in each individual. For example, you might associate pink with the color of blossoms in nature. It is a gentle, innocent color that lightens your mood when you see it. Pink can also symbolize joy, clarity and idealism. It frees our minds and makes us feel more secure during stressful times. That's why we recommend actually buying a pair of rose-colored glasses! Next thing you know, you'll be walking, even drifting through life, seeing the world through a rose-tinted filter each day. That's a pretty good place to start.

TIPS for bringing lightness to your life

- **Think positive:** This doesn't mean that we can solve all of our problems just by thinking happy thoughts. But if we change our mindset, we can automatically start dealing with challenges in a different way.
- **Look closely:** You have to address issues at their root. That means putting an end to the problems where they actually begin: inside your head. Become more "self-aware" and attentive towards yourself.
- **Make good things happen:** Once you direct your attention in the right direction, stay there. Start wishing and dreaming of positive things, and then make them happen as much as you can. You might find it helpful to use drawings, moodboards or mindmaps. The more creative, the better.
- **Practice makes perfect:** Don't be too hard on yourself. Remember to be patient. If you consciously work through your thoughts several times a week, taking notice of the positive things, making your wishes come true and being thankful for all the little miracles in your life, you'll soon feel like you're growing wings. And at the end of the day, you'll always have your rose-colored glasses.

Inside Silhouette

Beauty takes many forms: From individual style, to expressing our personality to a love of eyewear design with pure lightness that you can see and feel.



CAROLINA GONZÁLEZ LOBER

"Beauty can be subjective and can vary depending on the culture, fashion or period. Harmony and design are the main aspects. If we talk about eyewear design, we can see that it becomes even more beautiful and harmonious if it follows the lines of the face. We achieve this harmony in our Silhouette collections through adjustability and the wide selection of shapes, designs and colors." Carolina González Lober, Style Consultant for Silhouette Optical España S.A., wearing *TMA The Icon*, model 5541, shape HF, 4140 Iridescent Violet, 25-0% Brown Gradient.



HEIKE HERFERT

"Beauty and style know many faces. Knowing which colors suit you best and finding your own style help you to make sense of new trends. The new Silhouette collection gives the wearer all the freedom they need to make their style truly personal. To embrace a contemporary look, without looking like everybody else. Authentic, stylish and comfortable." Heike Herfert, Eyewear Type Consultant for Silhouette Deutschland GmbH, wearing *Dynamics Colorwave. Accent Rings*, model 5500, shape JD, 7110 Titanium/Steel Blue.

ARMANDA HESTA

"The glasses we wear say a lot about our personalities. Eyewear expresses our identity and shows what we stand for and what matters to us. I love working with the Silhouette collection. Silhouette accentuates the wearer's personality, and I like being able to surprise my customers." Armanda Hesta, Style Consultant for Silhouette Benelux, wearing *model 1559 6058 Urban Lite* in Burgundy/Black.



CARL THOMPSON

"I love it when a designer breaks with years of conventional engineering wisdom. That's what Silhouette products represent for me. I see them as the perfect examples of ground-breaking design. They continually push and overcome the boundaries to produce innovative eyewear." Carl Thompson, Entrepreneur and British style influencer, wearing *Alpha*, model 5516, shape EL, 6565 Ruthenium/Space Blue, 25-0% Granite Gradient.

Titan Dynamics Contour, Model 5540, Shape JF, Color 7110 Titanium/Grey

YOU'LL
NEVER WANT
TO WEAR
ANYTHING
ELSE AGAIN.

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