

SPRING/SUMMER 2014 MAX MARA EYEWEAR COLLECTION

Max Mara showcases its new Spring/Summer 2014 eyewear collection. These exclusive sunglasses and optical frames convey a new creative message of ultramodern design which reflects the brand's distinctive stylistic identity and is perfectly combined with skilfully crafted iconic elements characterizing the House's timeless creations.

The new models for the next season ooze femininity and elegance and are designed for the sophisticated and self-confident contemporary woman who expresses herself and her dynamic personality with style.

Mod. MM HINGE

Exclusive and unique, these acetate sunglasses look to the past with their '70s-inspired oversize round frames that are embellished with a metal hinge recalling the iconic detail adorning Max Mara's legendary Ginevra Bag. This frame is offered in a sophisticated colour palette: purple with shaded brown lenses, green with shaded grey lenses, Havana with shaded brown lenses and black with shaded grey lenses.



Mod. MM EDGY I

An alluring cat-eye silhouette lends a retro, ultra-feminine flair to these acetate/metal sunglasses while a fine metal detail framing the lenses adds a bright, lively touch. The model features a lightweight feel, emphasized by a unique colour palette: transparent red with dark ruthenium temples and brown/red lenses, blue with light gold temples and brown/grey lenses, brown with gold temples and shaded brown lenses, transparent green with gold temples and brown/grey lenses, Havana with gold temples and brown lenses, black with gold temples, brown/grey lenses.



Mod. MM 1202

Featuring a unique interplay of materials, this acetate optical frame flaunts ultra-slim metal temples and a sophisticated vintage personality which is highlighted by a soft butterfly shape. A discreet metal detail on both sides of the front adds a dazzling, glamorous note to this model's understated elegance. This frame is available in refined tones of black with light gold temples, red with ruthenium temples, red Havana with gold temples and blue with light gold temples.



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

Safilo Group HQ Communications Department
Milan - ph. +39 02 77807604
Padua - ph. +39 049 6985459
e-mail: pressoffice@safilo.com
www.safilo.com

Max Mara Communications Office
Piazza del Liberty, 4
20121 Milan
Ph. + 39. 02.7779202
e-mail: panigoni.s@maxmara.it