

GUCCI



GUCCI PRESENTS NEW GUCCI VIAGGIO SUNGLASSES

For Autumn/Winter 2013-2014 Gucci presents Gucci Viaggio sunglasses designed to meet the modern globetrotters' desire for highly versatile items.

These sunglasses, with their unique aesthetic yet functional elements, are the perfect balance between formal sophistication and casual attitude, dedicated to people who want to feel stylish and comfortable when traveling.

With its unique folding design, the model perfectly combines a relaxed urban attitude with a dynamic personality. The result is an ultra-lightweight and incredibly comfortable item: the hinge joints on the front and temples conceal an exclusive mechanism that allows the sunglasses to be folded and placed in a special case.

This square-shaped model features clean, simple lines, an acetate front and slim metal temples, embellished externally with the "T-bar" logo-plaque and internally with the "VIAGGIO" detail, a distinctive symbol of the collection.

Once folded, the sunglasses may be placed in a dedicated special case featuring the Gucci "GG" texture printed all-over: the perfect accessory for a contemporary traveler.

As part of a worldwide eco-friendly program designed to progressively reduce the company's impact on the environment, Gucci sunglasses feature 100% recyclable packaging with FSC (Forest Stewardship Council) Certified paper.

The GG1050/S sunglasses will be available at Gucci boutiques and select high-end opticians worldwide from October 2013.

