



**THE PIERRE CARDIN EYEWEAR COLLECTION SHOWCASES  
A NEW "SPECIAL EDITION" OPTICAL FRAME**

*"To bring the shape to life, the proportions and the line must be right"*

*Pierre Cardin*

The autumn/winter 2013/2014 Pierre Cardin eyewear collection celebrates the famous fashion designer's talent with a new 'special edition' optical frame. The glasses dedicated to this celebrated designer, who has already made history, are a modern take on the model that Monsieur Cardin has worn since the 1970's.

The new glasses merge classic with the contemporary and are the utmost expression of a unique, distinctive and timeless style. This optical frame highlights the talent and creativity of this celebrated designer. The acetate silhouette is bold and square in form whilst being aesthetically elegant with its simple, yet strong, lines which reflect Pierre Cardin's personality.

The distinctive style of the celebrated designer is evident in the great care that has been given to the finishing touches, the hand-installed logo-plaques on the temples, and the rigorous proportions and functional details, such as the integrated hinge that gives a linear, essential note to the profiles,

The uniqueness and originality of Monsieur Cardin's creative world, can also be seen in the refined colour palette: matte black and Havana green – the House's iconic nuance – as well as dark Havana and gloss black.

This 'special edition' optical frame (mod. P.C. 6156) will be available in top end opticians from September 2013.

The PIERRE CARDIN 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](mailto:pressoffice@safilo.com)

[www.safilo.com](http://www.safilo.com)