



**2014 Polaroid Plus Collection:
a cut above the rest!**

Polaroid Eyewear bets on style and functionality with its new line of sunglasses combining cutting-edge polarization technology with a unique, contemporary design: the *2014 Polaroid Plus Collection* takes eyewear to new heights to give you that extra edge!

+Polarization: the innovative UltraSight™ Plus glue-free lens, the evolution of the polarized lens, offers all the universally recognized benefits of the Polaroid polarized lenses, such as 100% protection from UV rays, reduction of eye fatigue and elimination of glare. In addition, this new lens is stronger and provides a clearer vision thanks to the absence of glue.

+Design: the Polaroid Plus Collection features pure, simple lines and regular shapes, for a unique, refined style that is perfect for fashion addicts who are always looking for unique, trendsetting accessories without sacrificing comfort, functionality and safety. The new Polaroid Plus sunglasses will win you over: you can have it all, attention to detail, commitment to design and a variety of easy-to-wear shapes!

+Communications: the Polaroid Plus Collection is revolutionary also in the way of communicating the technical information to the customer, as all details are written inside the left temple in an original yet minimalist format, more consumer friendly. This new information tool aims to communicate with the wearer in a direct and informal way.

Hot-styles



PLP 0111

With its softly rounded cat-eye silhouette, these women's acetate sunglasses have an alluring, feminine flair, highlighted by the distinctive block hinge on the temples, bearing the iconic metal "P" that stands for Polaroid Plus. A unique interplay of matte/transparent colors and graduated shading effects, this style is available in burgundy-Havana, spotted brown, gray-black and blue-brown.



PLP 0303

These acetate men's sunglasses with a rounded shape and bold profiles offer a retro inspiration in a contemporary design. The collection's distinctive signature detail, the letter "P" which stands for Polaroid Plus, stands out on the metal block hinge. Offered in a classic, understated color palette including, Havana-brown with green lenses, Havana with brown lenses, gray-black with gray lenses and total black with shaded gray 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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