



OXYDO FALL/WINTER 2014/2015 EYEWEAR COLLECTION

For Fall/Winter 2014/15, Oxydo – a leading brand of the Safilo Group – showcases a new eyewear collection that perfectly embodies the principles and values that are embedded in its DNA. The new sunglasses and optical frames have a non-conformist spirit, featuring stylistic details and an original colour palette that highlight the brand's strong personality and distinctive, unconventional attitude. The collections offers unique styling dedicated to young fashion enthusiasts who love experimenting with new trends every day.

The new collection plays with squared and rounded shapes, different materials and intense, definite hues, revealing an eclectic, contemporary flair.

Each model is available in the same four colours: three basic nuances, including eminent black, remarkable Havana and nude tone, and the Fall/Winter 2014 instant pop of color for the season – emerald green, a magnetic, intriguing colour that enthral with its amazing shaded intense effects.

The new glasses stay true to the brand's identity, blending a lightweight feel with bold volumes and featuring Oxydo's signature details, such as the laser-printed logo on the right temple tip and the iconic integrated metal "step hinge", which is clearly visible on both sides of the front, creating an appealing contrast between the front and temples and adding a bright, original touch to the new models.

Sunglasses

OX 1078/S

With their large, bold silhouette, these women's sunglasses assert a strong, forthright personality and reflect a rigorous design. A sparrow-tail stylistic detail, perfectly matched with two high-relief rivets, stands out on the softly rounded semi-transparent front. Flat metal temples harmoniously contrast with the shaded front in tones of brown, black, crystal and grey.



OX 1077/S

These men's sunglasses offer an alluring interplay of transparencies and materials: ultra-flat gloss metal temples that are exquisitely combined with a semi-transparent plastic front flaunting softly rounded edges and slim profiles. Two rivets subtly highlight the sparrow-tail detail on both sides of the front, lending a stylish, contemporary note to the model. Available in brown-gold, grey, transparent and total black.



OX 1082/S

These steel/metal men's sunglasses have a unique, distinctive design and are loaded with character: the new model conveys essentiality and a lightweight feel in an unconventional way.

The double bridge and ultra-flat temples emphasize the vintage inspirations behind the delicately rounded lenses. Offered in matte nuances of black, ruthenium and green.



Optical frames

OX 553

Steel meets metal, giving life to a truly unique women's optical frame that asserts a strong personality. The metal elements on both sides of the lenses contrast with the front's ultra-slim rounded profiles, adding a distinctive touch and highlighting fine colour combinations in shades of gold/black, pink/lead and gold/emerald.



OX 552

A clean, essential design and a vintage panto shape describe this men's light metal optical frame with slim metal temples bearing the original step hinge. A minimalist colour palette perfectly reflects the brand's stylistic approach: black, gold, and emerald green, the season's instant colour.



Oxydo by Sigrid Calon Collection

OX 1079/SC

OX 549/SC

Hot on the heels of the previous capsule collection, which enjoyed great success in the past season, Oxydo renews its partnership with multitalented Dutch artist Sigrid Calon.

Drawing inspiration from the celebrated artist's distinctive style, the new Oxydo eyewear models showcase original prism patterns, creating a multitude of hypnotic three-dimensional effects in bright, lively hues of pink and blue, which stand out on the black ultra-slim metal frames.



The new mini-collection, which includes a large, square-shaped sunglass model and an optical frame, flaunts an avant-garde design and an unconventional spirit.



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

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