

MARC BY MARC JACOBS

SPRING/SUMMER 2014 EYEWEAR COLLECTION

The Spring/Summer 2014 Marc by Marc Jacobs eyewear collection showcases new sunglasses and optical frames featuring the brand's chic, ironic spirit. A new interpretation of the brand's iconic stripes is emboldened by a refined blend of novel materials, vintage inspirations, on-trend colors, and a glamorous shaded effect.

Mod. MMJ 408/S and MMJ 409/S

These large, contemporary acetate sunglasses for men and women feature the iconic stripes in a new color-blocking effect: black front with dark grey/light grey temples, havana front with dark brown/mud/beige temples, blue front with dark blue/light blue temples, green with dark green/light green temples, opal white front with beige/pink/light pink temples, perfectly matched with shaded or mirror lenses.

The women's sunglasses are also available in soft shades of matte pink/red/fluorescent pink, while the men's model comes also in lively summer shades of dark orange/light orange/light grey and blue/light blue.



Mod. MMJ 593 and MMJ 594

A unique multicolored pattern brightens up these retro-inspired optical frames for men and women. Smart color combinations highlight the contemporary design of the men's rectangular-shaped model, available in black/dark grey/light grey, dark havana/mud/beige, blue/light blue/sky blue and green/light green. The women's butterfly-shaped optical frame flaunts a geek-chic flair emphasized by *bon-ton* hues of grey/beige/pink/light pink and brown/red/fluorescent pink.



Mod. MMJ 595 and MMJ 596

Modern and essential in design, these square-shaped and cat-eye steel optical frames feature colourful touches on the Marc by Marc Jacobs iconic stripes highlighting the temples. These styles are available in a unique "mix & match" color palette and edgy color contrasts: black/dark grey/light grey, havana/dark brown/mud/beige/dark havana, beige/pink/light pink and red/fluorescent pink/pink for the women's model; blue/light blue and green/light green/grey for the men's glasses.

The new collection is available starting in January 2014.

The Marc By Marc Jacobs collection of sunglasses and optical frames is produced and distributed by the Safilo Group.

Safilo Group HQ Communications Department

Milan – ph. +39 02 76020154

Padua – ph. +39 049 6985459

e-mail: pressoffice@safilo.com

www.safilo.com

Marc Jacobs Press Office

Ph: 001. 212. 343. 0222

Fax: 001. 212. 966. 0782