

GUCCI

GUCCI PRESENTS THE NEW MEN SPORTY-CHIC SUNGLASSES AND OPTICAL FRAMES



For Spring/Summer 2014 Gucci presents a new men's sunglasses and optical frame collection, an innovative high-tech interpretation of an urban attitude with a sporty-chic style dedicated to the contemporary man.

These new sunglasses and optical frames are a blend of classic allure, with their easy-to-wear square-shaped silhouette, and contemporary touch, thanks to the use of new materials, such as carbon fiber temples which are ultra-light and highly performing, ensuring the utmost in comfort.

The impeccable quality of these styles is completed by the rubber tips on the end of the temples, allowing for a comfortable fit, and by the polarized lenses, which guarantee an excellent quality of vision and perfect colour perception.



The Gucci logo on the lenses and on the temples, the web green-red-green stripe and the Diamante pattern on the inside of the temples are the iconic details underlining the distinctive DNA of these frames.

The sunglasses are available in brown with bronze lenses, matt black with grey lenses, military green with brown shaded lenses, blue with grey lenses.

The optical model is available in black, Havana, matt black and green.

These sunglasses and optical frames will be available at Gucci boutiques and selected high-end opticians worldwide from January 2014.

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, while the unique foldable cases minimize stock space, limiting both the weight and amount of shipments and in turn helping to reduce 60% of CO2 emissions. Following the House's environmental commitment, Gucci eyewear collections include sunglasses and optical frames in bio-based acetate, a special material that contains a higher than usual proportion of natural components, as well as sunglasses made in Liquid Wood, a bio-based and eco-friendly material that represents an alternative to the plastic generally used in the production of eyewear. Liquid Wood is made from bio-based materials: wood fibre from sustainably managed forests, lignin from paper manufacturing processes and natural wax.