

# GUCCI

## TECHNO COLOR CAPSULE COLLECTION

Gucci presents its new spring/summer 2014 sunglasses for women and men: evoking glamorous timeless allure, the models are a blend of sensuality and technology, boasting an ultra-lightweight construction: a technology patented in the Eighties by Safilo Group and reinterpreted today in a new, lighter-than-ever version. The new sunglasses are the utmost expression of the brand's fashion authority and expertise: the lenses fully stand out with their beautiful shades, while the slim steel frame subtly underlines the shape. The new eyewear capsule collection includes four sophisticated shapes that evoke Gucci's distinctive style, enhanced by exotic colours and graphic lines.

### Mod. GG4252/S and GG4253/S

These ultra-lightweight sunglasses for women are softly rounded, with an extremely fine steel structure – a minimal design with a glam twist. The colours of the lenses highlight the eyes behind them for a seductive look, and all the lenses feature a distinctive mirrored blue reflective effect. Colour combinations are: yellow lenses with a dark ruthenium frame, lilac lenses with a red gold frame, green lenses with a ruthenium frame, orange lenses with a dark ruthenium frame, pink lenses with a palladium metal frame, brown lenses with a gold frame, and smoke lenses with a dark ruthenium frame.

The Gucci logo is printed on the lenses and subtly engraved on the ultra-slim temples.



### Mod. GG2245/S

The classic pilot-shaped unisex sunglasses also feature an extremely lightweight and slim steel structure combining a masculine allure with a modern bright colour palette. As with the sunglasses for women, all the lenses feature a distinctive mirrored blue reflective effect. Colour combinations are: yellow lenses with a dark ruthenium frame, lilac lenses with a red gold frame, green lenses with a ruthenium frame, orange lenses with a dark ruthenium frame, brown lenses with a gold frame, and smoke lenses with a dark ruthenium frame. The Gucci logo is printed on the lenses and subtly engraved on the ultra-slim temples.



### Mod. GG4262/S

This rectangular-shaped mask features bright lenses which enhance the cutting-edge design of this women's style: lilac with blue flash on red gold frames, yellow with blue flash on dark ruthenium frame, green with blue flash on ruthenium frame, pink with blue flash on palladium frame, brown flash on gold frames and black flash on dark ruthenium frame. The bridge is embellished with a natural bamboo detail, a Gucci iconic element which reflect the House's philosophy of fusing tradition and innovation.

The Gucci logo is printed on the lenses and subtly engraved on the ultra-slim temples.



*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.*