



**MAX MARA PRESENTS ITS SPRING/SUMMER 2014 EYEWEAR CAPSULE COLLECTION
SHOWCASING THE NEW “TAILORED” GLASSES**

The new Spring/Summer 2014 Max Mara eyewear collection celebrates the brand’s sartorial excellence and poise with sunglasses and optical frames that are a blend of skillful craftsmanship and handmade manufacturing techniques.

The new eyewear models feature a sophisticated butterfly silhouette that conveys femininity and elegance, emphasized by precious, contemporary materials. The temples are externally covered in backstitched leather, a signature detail that is present on Max Mara’s legendary coats and highlights the House’s impeccable quality. The inside of the temples features a comfortable rubber material.

The new capsule collection contains the color palette of Max Mara’s accessory collection. The sunglasses come in shades of brown with burgundy leather and rubber temples, black with khaki leather and rubber temples, camel-horn with honey leather and rubber temples and cyan blue with tobacco leather and rubber temples, perfectly combined with shaded smoky grey or brown lenses. The optical frames are available in black with khaki leather and rubber temples, honey with tobacco leather and rubber temples, transparent blue with tobacco leather and rubber temples and red havana with brown leather and rubber temples.

The new sunglasses (MM TAILORED I and MM TAILORED II) and optical frames (MM 1198, MM 1199 and MM 1200) will be available starting in January 2014.

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

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