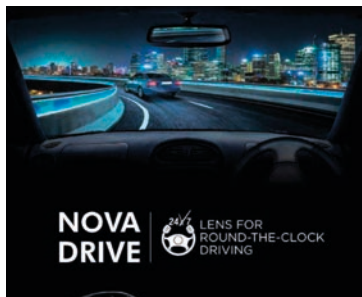


NOVA DRIVE : SPECIAL LENSES FOR DRIVING



The eyewear brand Nova from the house of Vision Rx Lab brings out an ergonomically designed customised ophthalmic lens for 24 x 7 driving comfort with the launch of its latest product, Nova Drive. Powered with Panoramic Vision Enhancement Technology, it allows wearers to enjoy sharp and unrestricted vision while driving.

Available in single vision and progressive lens variants, the Nova Drive lenses offer clear vision from the right rear-view mirror to the left one and about 45% wider intermediate vision at 4m distance compared to standard lenses. The lens also allow clear vision of the dashboard and serves other near vision requirements.

wlt ensures clear vision with optimal contrast in all light conditions both during daytime and at night. Special materials like Blumax, Transitions Xtractive

& Polarised options allow enhanced protection as well as add to visual comfort while driving.

Nova Drive lenses come with Satin Aktiv coating which allows optimal transmission of light that provides the sharpest vision both during brightly lit and darkened conditions.

SILHOUETTE : DARING TO BE DIFFERENT



The Austrian premium eyewear manufacturer Silhouette cannot imagine life without colour. In its dynamic colour-wave collection, it achieves an unprecedented level of elegance using what seems at first glance to be rimmed eyewear but is not.

There are over a hundred combinations of shapes and colours, so customers can create their own eyewear, ranging from understated to extravagant. There are men's and unisex models, and women's designs

making clever use of cut-outs to break up the minimalist effect.

Silhouette has created an unprecedented hybrid of styles and a perfect expression of the zeitgeist. The jury at the prestigious 2018 Red Dot Design Awards, recognised this and honoured Silhouette's Accent Rings models as 'a clever new interpretation of rimless eyewear'.

SAFILO SIGNED AN AGREEMENT TO SELL SOLSTICE RETAIL BUSINESS

SAFILO

MADE IN ITALY DAL 1934

The Safilo Group announced that it has entered into an agreement to sell the US retail chain Solstice to Fairway LLC, a US limited liability company that was formed by a group of investors who are active in the US and in the European eyewear retail business. The transaction between the Safilo group and the active group of investors is expected to be completed within the third quarter of 2019.

The sale of the Solstice's retail business confirms the Group's efforts to focus on its core wholesale business and thereby marks a further key step in Safilo's strategy of recovering a sustainable economic profile.

TOP POSTS ON VISIONPLUSMAG.COM