

Polaroid - 2013/14 Sunglasses Collections

Polaroid, a leading international eyewear brand and a pioneer in polarized lens technology, showcases its new collection of sunglasses for the next season, specifically designed for fashion lovers seeking a unique combination of stylish details and utmost eye protection.

This exclusive collection is divided into five categories of sunglasses, all having different technical and stylistic features but the same high-performance polarized lenses: Polaroid UltraSight™.

CONTEMPORARY

These timeless glasses flaunt clean lines and a contemporary flair, perfect for young adults looking for superior eye protection combined with functionality.



X4411A (premium man)

These men's sunglasses are a contemporary take on a classic model, revisited with new stylistic detailing: a unique upper front profile lends a modern flair to the vintage-inspired teardrop-shaped metal front, while a sophisticated geometric insert enlivens the slim temples.



X8408C (premium woman)

Essential and lightweight: with their alluring, softly rounded cat-eye shape, these new women's acetate sunglasses convey femininity and elegance, for a trendsetting urban style that is perfect all year round. A fine detail on both sides of the front adds a minimalist note and a lively touch.

SUNTASTIC!

Original shapes and eye-catching colors: these sunglasses are dedicated to real trendsetters who express their personality through style, seeking a new look every day.



P 8443 D (core man)

Stand out from the crowd with these easy-to-wear plastic sunglasses that set, rather than follow, fashion trends. This model comes in bright colors and lively graphics.



P 8423 (premium woman)

Alluring shapes and trendy hues: these women's acetate sunglasses feature a soft cat-eye silhouette and an appealing interplay of colors on the color-blocked temples.

SUNCHIC

These models are specifically dedicated to the unequivocally feminine woman who loves precious details and fine accessories and whose sophisticated, sometimes bold, style makes her the center of attention wherever she goes.



F 4411 A

These new Polaroid sunglasses are an inspired blend of different styles and materials: the teardrop-shaped metal front looks to the past with its subtle vintage inspirations, while a glamorous weave-effect decoration on the plastic temples lends a feminine, sinuous flair to the model.

ACTIVE

These high-tech premium sunglasses are the ideal choice for outdoor enthusiasts: you can have superior performance combined with maximum comfort and feel well-equipped in any situation.



P 8409 C (core man)

Clean, simple lines and an essential design for these Active sunglasses that are perfect for outdoor activities. This model ensures a perfect fit, is ultra-lightweight and features Polaroid polarized lenses.

SPORT

Uncompromising performance without sacrificing style: these glasses offer unique technical details, maximum comfort and wearability to meet the diverse needs of all sports lovers, amateurs and athletes alike.



P 7401 B (activity man)

These men's sports sunglasses have an easy-to-wear slim wrap-around shape and an ultra-lightweight feel, highlighted by a stylish openwork on the wavy temples.



P 7408 A (activity woman)

These women's sports sunglasses combine advanced technology with an avant-garde design. The semi-rimless frame and the three-dimensional temples provide superior comfort.

KIDS

To ensure maximum eye protection and safety for children, Polaroid created a new collection of sunglasses specifically dedicated to young wearers, showcasing colorful, easy-to-wear models with high-quality polarized lenses.



P 0421 B – girl (8-12)

An alluring cat-eye silhouette and a kaleidoscope of iridescent colors: this model is designed for trendsetting girls in the 8-12 age range.



P 0230 H – girl (13-15)

Exclusive and fashionable, these sunglasses are perfect for 13 to 15-year-olds. You can have it all: trendy shapes, a contemporary design and contrasting colors on the front and temples.



P 0425 C – boy (8-12)

These easy-to-wear sports sunglasses for 8 to 12-year-old boys feature a lightweight material and rubber-coated temples, for increased grip and superior comfort.



P 0230 G – boy (13-15)

Edgy color combinations for these sunglasses especially dedicated to teenagers (13 to 15-year-olds) seeking a more “grown-up” look.

The POLAROID collection of sunglasses is produced and distributed by the Safilo Group.

POLAROID

Polaroid Eyewear pioneers polarized lens technology and is a leading international eyewear brand that owes its name to the invention that changed the world of technology and optics - especially polarized lenses. Polaroid Eyewear produces its premium UltraSight™ polarized lenses using the exclusive Thermofusion™ technology at its manufacturing facility in Scotland and distributes its polarized sunglasses, Clip-ons, Suncovers™ and optical frames worldwide through its own subsidiaries and its network of exclusive distributors. The brand joined the Safilo Group in April 2012.

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