

**HUGO SPRING/SUMMER 2014 EYEWEAR COLLECTION**

HUGO Eyewear launches its new Spring/Summer 2014 HUGO Eyewear Collection. The styles, combining cutting-edge design, contemporary inspirations and an avant-garde spirit, reflect the truly unconventional and contemporary spirit the HUGO trend brand is known for.

The sunglasses collection, enriched also with new optical frames, features innovative technical details and minimalist shapes. Aesthetics is combined with functionality to ensure maximum comfort as well as a clear design language. A sophisticated color palette and refined transparencies highlight the models' technical details and lend an aura of minimalist elegance.

A new design element of two parallel lines creates a link to the brand name and the letter "H".

**PURE DESIGN – Mod. HUGO 0118/S**

These unisex metal/acetate sunglasses feature a rigorous flair, highlighted by perfectly shaped volumes and clean, simple profiles, as well as 80s inspirations, revisited with a contemporary, minimalist feel. A sophisticated color palette emphasizes these sunglasses' understated elegance, with two-tone color combinations in shades of black/ruthenium with gray lenses, Havana/dark ruthenium with brown mirrored lenses, dark Havana/rose gold with khaki shaded and mirrored lenses and pearled gray/palladium with gray mirrored lenses.



**BOLD PERSONALITY – Mod. HUGO 0114/S and HUGO 0117**

Essential and modern, these unisex acetate sunglasses and optical frames have a square shape and a bold profile. Unique stylistic details highlight this models minimalist design: the skillfully sculpted volumes and rivet hinges on the temples ensure utmost comfort and convey pure elegance. The color palette includes edgy color combinations in tones of black/red with black/transparent red temples and gray shaded lenses, dark Havana/crystal with black/transparent olive temples and gray mirrored lenses, gray/crystal with gray lenses, blue Havana with gray/transparent blue temples and gray/blue mirrored lenses, green Havana with black/crystal temples and shaded gray lenses.

The temples' metal core of the optical frames, bearing the design element, shows through the transparent multi-layer acetate, comes in nuances of black/transparent red with black/transparent red temples, Havana/crystal with transparent brown temples, gray/crystal, blue Havana with gray/transparent blue temples, green Havana with black/crystal temples.



# HUGO

HUGO BOSS

eyewear

## **LIGHT ATTITUDE – Mod. HUGO 0116**

This unisex large, square-shaped optical frame shows clean, simple lines and an ethereal, ultra-lightweight feel. An alluring interplay of multi-layer acetate and refined transparencies allows for the temples' metal core to be clearly visible and emphasizes the frame's perfectly sculpted volumes. The exclusive color palette consists of dark Havana/crystal with black/transparent olive temples, gray/all-over crystal, blue Havana with gray/transparent blue temples, green Havana with black/crystal temples.



The HUGO Eyewear Collection is produced and distributed by the Safilo Group.

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