

# GUCCI

## GUCCI SPRING/SUMMER 2014 EYEWEAR COLLECTION

**WOMEN.** Gucci presents its Spring Summer 2014 eyewear collection, introducing new sunglasses and optical frames dedicated to an elegant and feminine woman. The styles are embellished with pastel nuances and fine textures. Delicate silhouettes reflect the tradition of excellence, the savoir-faire and the flawless craftsmanship which have always defined the House.



### Mod. GG3672/S and GG3673

These cat-eye shaped sunglasses and optical frames feature the natural Bamboo detail, one of Gucci's most distinctive motifs, historically used by its Florentine artisans since 1947, and now interpreted as the signature mark of the eyewear collection. These styles blend tradition, represented by the bamboo insert which decorates the temples, and innovation in design, with the frame in bio-based acetate, a special material that contains a higher than usual proportion of natural components, following the House's environmental commitment. The sunglasses are adorned with the engraved Gucci logo on the inside of the temples and are available in natural colours: black with shaded grey lenses; brown/havana with brown shaded polarized lenses; black/Havana with grey shaded polarized lenses; beige/brown Havana with brown shaded lenses. The optical frame is available in black/Havana, brown/Havana, black and powder/brown Havana.

### Mod. GG3674/s and GG3677

These elegant soft cat-eye silhouette sunglasses and optical frames are made from laminated embossed handmade acetate, a manufacturing technique which adds a brilliant touch of light to the model. The sunglasses are available in alluring pastel colors of brown with gold metal temples and shaded grey turquoise lenses; violet with light gold metal temples and grey shaded lenses and exclusive sophisticated nuances of black with gold metal temples and grey shaded lenses; havana with light gold metal temples and brown/grey shaded lenses; blue with ruthenium metal temples and brown lenses. The optical frame comes in aqua with palladium temples and violet with ruthenium metal temples, black with gold metal temples and havana with light gold metal temples.

**MEN.** For Spring Summer 2014 the Gucci eyewear collection for men features a classic yet contemporary look: the new optical frames are inspired by a combination of minimal delicate details with an elegant spirit.



### Mod. GG1068

These optical frames feature a soft rectangle shape, capturing a classic feel and timeless sophistication. This model has a comfortable feel conveyed by the Optyl, a registered trademark which identifies an ultra-lightweight material with extraordinary chromatic finishes. The Gucci logo is engraved on the metal core of the temples, discretely visible through the transparent shades of the frame. The palette explores a range of understated tones such as shiny black, havana, blue, transparent brown and transparent green.

*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.*