

MEN'S SPRING/SUMMER 2014 FASHION SHOW SUNGLASSES

For Spring/Summer 2014, Gucci presents new men's sunglasses featuring techno accents and modern workings, for a sophisticated spirit perfectly complementing the Spring/Summer 2014 runway collection.

The graphic round sunglasses combine an exciting mix of a semi matt finished acetate frame with metal details and rimless metallic mirror lenses.

The temples are enhanced by the combination of carbon fiber, an ultra-light and highly performing material, and rubber end-tips giving a soft touch and feel. The impeccable quality of this style is completed by the adjustable nose pads personalized with the GG interlocking logo, ensuring the utmost comfort.

The iconic motifs of these sunglasses are represented by the Gucci logo on the lenses and on the metal plaque on the temple, the Gucci web stripe, the metal detail on the hinge and the Diamante pattern on the inside of the temples.

To complement the fashion show colours these sunglasses are available in transparent semi-matte grey with light grey mirror shaded lenses, matte black with black mirror lenses, beige with bronze mirror lenses and matte petroleum with azure/green mirror lenses.

These sunglasses will be available at Gucci boutiques and selected high-end opticians worldwide beginning January 2014 (style GG 1069/s).

WOMEN'S SPRING/SUMMER 2014 FASHION SHOW SUNGLASSES

For Spring/Summer 2014, Gucci eyewear celebrates the strong and eclectic allure of a seductive and sensual woman. Designed with a blend of geometric lines and smooth curves, and echoing Gucci's elegance and exquisite details, these maxi oversize sunglasses perfectly complement the loose lines and fluid graphic shapes of the Spring/Summer 2014 runway collection.

The frame in Optyl, a registered trademark for the ultra-lightweight plastic material allows for dramatic contrasts between shaded lenses and the black high relief graphic line framing the front and the small pink gold metal studs.

Tone on tone lenses and new transparent temples, with shaded metal cores, complete these strong yet feminine sunglasses.

To reflect the key fashion show colours, these sunglasses are available in crystal (black bar with a black to ruthenium metal core and grey shaded lenses); orange (black bar with a black to orange metal core and light peach shaded lenses); purple (black bar with a black to purple metal core and purple shaded lenses); and blue (black bar with a black to blue metal core and azure shaded lenses).

The Gucci logo is engraved on the lenses and is subtly visible in metal gold lettering on the temples.

These sunglasses will be available at Gucci boutiques and selected high-end opticians worldwide beginning April 2014 (style GG 3705/S).

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.