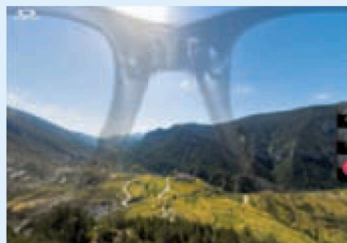


Brown, Semi-mat Petrol, Mat Black, Dark Olive, Green, Palladium, Dark Ruthenium, Beige, Cornflower Blue.

The glamorous personality of the women's vision eyewear in acetate is expressed by a butterfly shape decorated with a plaque-logo and by original color combos: Tobacco Turquoise/Blue, Tobacco Red/Burgundy, Orange/Black, Tobacco Purple and Black (BO 0008).

New OakleyView application

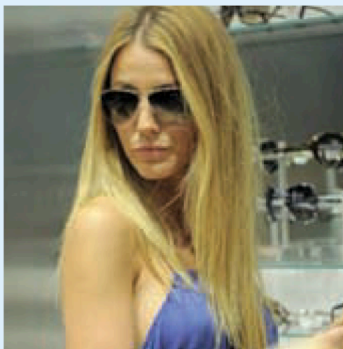
Company sources say that Oakley has once more given free rein to its creativity and developed OakleyView, "an application that brings the real world of athletes to retail to give consumers an unparalleled interactive experience", explained Immo Paulsen of Oakley.



The OakleyView application supposedly realistically reproduces sports activities and scenes from everyday life in different light conditions so that customers can compare the effect of 18 different lens colours. The application shows 360° views of panoramas and landscapes with a zoom option. Thanks to a system of icons that is clear and understandable in any language, the application can be adopted anywhere in the world, added the press note.

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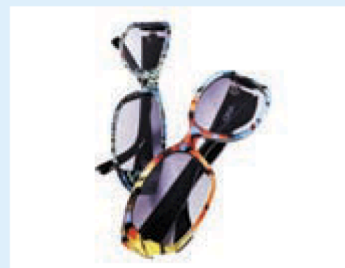
Blake Lively in Tiffany



Blake Lively, the actress who is better known as Serena van der Woodsen, the main character in the TV series, Gossip Girl, was photographed in Tiffany eyewear, a brand under license to Luxottica.

The eyewear was TF3021, a metal, aviator-style frame animated by a metal heart-shaped tag engraved with the words Return to Tiffany. In Silver, Gold, Black or Brown, with acetate end pieces in contrasting colours, the eyewear is available with lenses in Smoke Brown, Gray and Plum.

by applying a new pearl acetate, making the HD design sharper and more delicate as well as adding volume to the texture. The company adds that the already highly appreciated by OKIA customers, the incredible effects of this acetate are created with HD Technology to provide a range of 3D designs and textures that are totally unique.



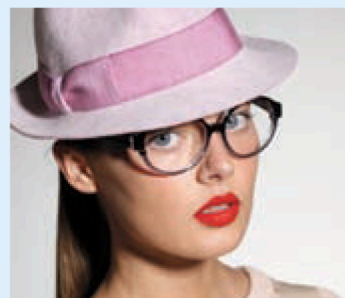
Harmony, glamour and femininity are the main characteristics of this new frame, together with the romantic feeling of peace and serenity, the enchanting image traditionally associated with butterflies. Company sources added that fashion and nature meet in a classic butterfly theme that has always been one of the most popular for girls' fashions and is confirmed as the eternal favorite in any season.

Okia: a flurry of butterflies

Okia has launched a new collection inspired by nature. The innovative butterfly theme, says the company, takes its inspiration from real life for an abstract interpretation that gives the frame a contemporary look. Elegant and refined butterfly wings along the temples are the incredibly realistic decoration in a thousand colours, adds the press note.

The luminous, precious wing details on the frame are obtained

New models by Borsalino



Borsalino has introduced a new eyewear collection. For

OpticPlus : Everything between you and eye