

BALENCIAGA

2012 EYEWEAR COLLECTION

The new Balenciaga eyewear collection celebrates the brand's aesthetic codes: the new sunglasses and optical frames reflect the *Maison's* radical, avant-garde and intentional architectural style.

The new models feature an innovative design and brand new volumes. Alternating rigorous proportions and sinuous lines creates a perfect combination of the brand's iconic heritage and contemporary touches; such as exclusive colour shades, refined materials and unique manufacturing details.

Nicolas Ghesquière, together with the Safilo creative team, has created original and decisive models with a highly distinct style.

Mod. BAL 0141/S (Edition) – The “Edition” model recalls the *Maison's* historic archives: these women's sunglasses in Optyl, a registered trademark for an ultra-lightweight plastic with unparalleled colour effects, have bold architectural volumes. Their silhouette is outlined by a harmonious play of light and sinuous lines, highlighted by refined low-set, wavy temples, which are typical of the House's vintage style. The colour palette includes shaded or translucent tones: purple/shaded orange, black/shaded grey, green/shaded blue, black/shaded brown.

Mod. BAL 0139/S – A decisive personality and a contemporary allure: these women's sunglasses have a clean, simple shape and a metal frame. The temples, bearing openwork and overlapping the front, denote an avant-garde spirit, as the temples' core is visible through opalescent colour shades: grey with black, grey with copper-tinted gold, white with ruthenium, and peach with ruthenium.

Mod. BAL 0143/S – The large shape with sinuous profile, of these sunglasses have pure, clean yet bold lines with original twisted temples, emphasized by the bi-layer acetates' refined contrasting colours – fuchsia/pink, beige/brown, purple/green, red/orange – as well as classic nuances of Havana/black and black.

Mod. BAL 0151/S – 70's inspired feel combined with contemporary lines, on these teardrop metal sunglasses, convey an ethereal and lightweight feel. The front and slim, tubular temples are embellished with striped or enamelled acetate details featuring marbled textures in shades of white/coral/ruthenium, blue/coral/yellow gold, dark ruthenium/coral, yellow/gold/horn.

Mod. BAL 0135 – This optical frame with large, sculptural and multifaceted volumes, lends a truly androgynous appeal. Elegant shaded colour effects and bold colour contrasts on the front and temples highlight its decisive personality: orange/blue with dark Havana, grey/brown with dark Havana, turquoise/beige with Havana, blue/red with Havana.

Mod. BAL 0137 – Retro inspirations abound for this women's optical frame, featuring exclusive bi-layer acetates, highlighting the profiles in brand new colour shades: plum/grey Havana, blue/lilac Havana, grey/brown Havana, white/dark Havana, pink Havana and black/crystal.