

ALEXANDER McQUEEN – SPRING/ SUMMER 2011 EYEWEAR COLLECTION

The new Alexander McQueen eyewear collection displays an assertive character with an avant-garde inspiration and unmistakable iconic themes. The new sunglasses and optical frames have a very special sophisticated appeal.

The skull, which is an icon of the brand's accessories, gives these new cult models a strong rock attitude and features small eye catching crystals. Inspiration is drawn from the brand's distinguished RTW collection pieces, this is highlighted with graphic features reminiscent of the iconic feathers and with thin metal chains inspired by the jewels of Alexander McQueen.

The aviator sunglasses are personalised with the metal skull, an icon and a recurring theme of the brand in both womenswear/menswear accessories and collections (model **AMQ 4166/s**). Parts of the frame are interpreted as a thin chain inspired by the brand's fashion jewellery. The strong colours include glossy black, semi-matte ruthenium, lacquered blue and dark brown.

The "skull" decoration on the temples is also the distinctive emblem of the softly shaped acetate sunglasses (model **AMQ 4169/s**). The hot selection of colours include dark Havana with brown/blue lenses, black with shaded grey lenses, grey with shaded grey lenses and blue with shaded grey lenses.

The lenses of the women's oval-shaped acetate sunglasses are framed with a decoration inspired by the feathers of the brand's celebrated creations (model **AMQ 4167/s**). Reflecting a sophisticated glamour, the elegant pattern verges on purple/green, black/white, brown/cream and white/blue shades.

The women's butterfly-shaped optical frames are also decorated with the organic texture of multi-coloured feathers, skilfully sculpted on the three-layered acetate frame (model **AMQ 4164**). The stylish colour palette includes blue/lime, red/beige, brown/cream/black and white/blue.

These contemporary optical frames feature elegant three-layered acetate and attract attention with the "CQ" metal logo positioned on the temples (model **AMQ 4161**). The original colour palette matches white with striped temples in the shades of blue/red/white; and blues with striped temples in the shades the blue/red/white, as well as total black and dark Havana.

The Alexander McQueen sunglasses and optical frames collection is manufactured and distributed by the Safilo Group.

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