

# MAX&Co.

## MAX&Co. SPRING/SUMMER 2014 EYEWEAR COLLECTION

A modern, appealing design and fine, original detailing. Graphic patterns and floral motifs in a color palette featuring sophisticated and bold hues beside classic eyewear shades. The MAX&Co. Spring/Summer 2014 collection of sunglasses and optical frames reflects the brand's fashion attitude, going through different inspirations and trends to give rise to a fresh, unique style. For women who want to surprise and be surprised, looking and being looked at, always in the spotlight.

### Hip chic

#### Mod. MAX&Co. 217/S and MAX&Co. 224

A wide cat-eye silhouette characterizes these acetate sunglasses and spectacles flaunting a glamorous, hip chic flair, inspired by the brand's jewel collection. A tone-on-tone insert on the frame front highlights their shape, while a metal detail embellished with a small dazzling crystal adorns the temples. The color palette features sophisticated transparent/opal color contrasts: transparent grey with opal beige, transparent peach with opal pink, transparent honey with opal brown, crystal with ivory, as well as gloss black and transparent lilac. The sunglasses come with shaded lenses.



### Fifties flair

#### Mod. MAX&Co. 215/S and MAX&Co. 221

A large frame with a lightweight feel: these sunglasses and spectacles update a Fifties inspiration with a contemporary twist. The metal temples continue along the upper front profile, turning into a detail framing the lenses. The models adorned with a delicate floral pattern, reminiscent of the brand's fabric and accessory motifs, come beside versions featuring two-tone color combinations or classic hues of grey, black and ruthenium.



### Snappy flowers

#### Mod. MAX&Co. 132/S

These soft butterfly-shaped acetate sunglasses are enlivened by a floral pattern, coordinated to the "Snappy Flowers" motif found on the MAX&Co. accessory collection. This model, adorned by a metal logo-plaque on the temples, is available in nuances of black with green/pink temples, orange with grey/brown temples, burgundy with pink temples, grey with green temples, havana with opal brown temples and total black.



### Optical squares

#### Mod. MAX&Co. 214/S

A Seventies-inspired oversize square silhouette marks out these ultra-glam injection-moulded sunglasses. On the temples, an edgy touch is provided by a digital check print featuring contrasting color combinations: blue checks on a white background with blue front, red checks on a white background with red front, black checks on white background and front, white checks on black background and front. The sunglasses are available with shaded blue and grey or tinted matte brown and grey lenses.



The MAX&Co. collections of sunglasses and optical frames are produced and distributed by the Safilo Group.

Safilo Group HQ Communications Department  
Milan – ph. +39 02 77807604  
Padua – ph. +39 049 6985459  
e-mail: [pressoffice@safilo.com](mailto:pressoffice@safilo.com)  
[www.safilo.com](http://www.safilo.com)