

# Silhouette

N° 82 JOURNAL 2023



NEW  
HORIZONS



*Silhouette*

EMPOWERED  
BY LIGHTNESS



# EDITORIAL

Dear readers,

In this edition of the Silhouette Journal, we invite you to join us as we journey to new horizons. Let your gaze wander into the distance and discover new perspectives that enrich every aspect of your life, just like Silhouette eyewear. Our iconic rimless models offer you a seemingly limitless field of vision. Their lightweight design allows you to see the world around you like never before, while also highlighting your natural beauty. Silhouette is always looking toward the future, which is why we continue to fine-tune our rimless eyewear designs. Our new Color Groove option accentuates the contours of the lenses with an ultra-thin application of color. This is how we transform our uniquely lightweight rimless eyewear into striking, eye-catching designs.

With a vast assortment of shapes and colors, we're excited to expand our full-rim collection with options for every personality and style preference. In addition to our optical glasses, our sunglasses were designed to make a statement while offering Silhouette's signature lightweight comfort. Our sun lenses deliver unique and strong anti-glare protection that helps to uplift your mood.

Also in this issue, we look towards the future with Berlin-based designer, Werner Aisslinger. We'll take a deep dive into what's important in design today and how sustainability impacts our everyday lives.

A holistic approach also forms the future roadmap of our business at Silhouette. As a pioneer in sustainable, innovative eyewear production with a focus on environmental protection, we look forward to inspiring others with our company vision. Plus, we invite you to join us on a trip into space with Alyssa Carson, as the 21-year-old Louisiana-native shares her dreams of becoming the first human to travel to Mars. We talk to a new generation of astronauts about life in zero gravity and discoveries that lie ahead.

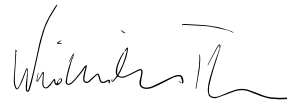
Let's get ready for takeoff. Onward, to new horizons.



REINHARD MAHR  
CEO & CFO  
SILHOUETTE



MICHAEL SCHMIED  
CMO  
SILHOUETTE



THOMAS WINDISCHBAUER  
COO  
SILHOUETTE



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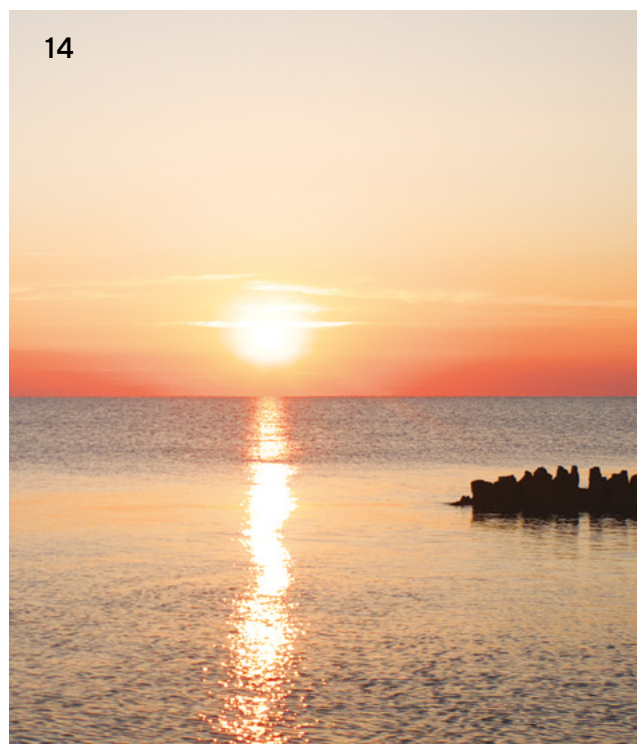
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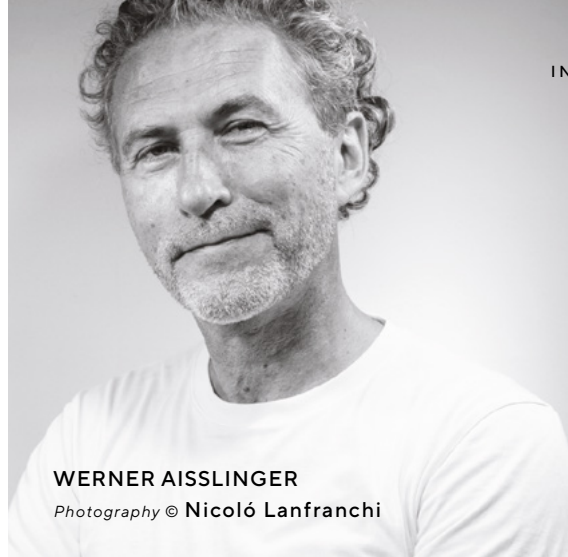
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# DESIGN PERSPECTIVE

WERNER  
AISSLINGER







WERNER AISSLINGER

Photography © Nicoló Lanfranchi

Werner Aisslinger is always looking ahead. The Berlin-based designer creates products for Vitra, Thonet, Porro and Kaldewei. He is also an interior designer for hotels, restaurants and showrooms. His “Hemp Chair” design, developed with BASF and Moroso, is the world’s first monobloc chair made from natural fibers. Another of his designs, the “Juli Chair”, which he developed for Cappellini, was the first chair made from integral foam, a material that is also used to make car steering wheels.

## PROFILE

Werner Aisslinger lives and works in Berlin. He studied industrial design at the Berlin University of the Arts. After working in the offices of Jasper Morrison, Ron Arad and Michele De Lucchi, he founded Studio Aisslinger in Berlin in 1993. Today, his focus is on interior design. He also designs furniture and furnishings. Works by Aisslinger are on display at the MoMA in New York, the Victoria & Albert Museum in London, the Neue Sammlung in Munich or the Vitra Design Museum in Weil am Rhein, Germany.

His “Loft Cube” broke new ground in the field of nomadic home design. Aisslinger created a new shop design for Silhouette in 2022. We sat down with him recently to talk about renewable raw materials, the power of beauty and the need for lightweight construction.

NK——NORMAN KIETZMANN——INTERVIEWER

WA——WERNER AISSLINGER——DESIGNER

NK *Where do you think design is headed right now?*

WA Any discussion of the future of design has to include new production techniques and materials. Otherwise, you’re just copying things that have already been done, and changing their proportions here and there. We realize that things can’t go on like this and have to change. That’s why you see this incredible development right now, both in materials and use of energy.

## “LIGHTNESS CREATES A NEW AESTHETIC.”

NK *So, where does that lead us?*

WA Sustainability is the key issue. It means fundamentally rethinking how we develop and manufacture products or build buildings. Where does the wood come from? Or the wool? How much concrete is used in a house? We can’t just build wooden houses in the future, because then we would have to clear all the forests. Being more mindful of our environmental impact causes us to act more responsibly. We have to work more with resources that are available locally. And we have to use these resources much more consciously than we did in the past.



JULI CHAIR  
Photography © Studio Aisslinger

**NK** *What does this mean for product design? Is the focus shifting from form to craft? To what's hidden behind the scenes?*

**WA** I believe that design will continue to be very diverse in the future. But we'll find new ways to upgrade things. Maybe new products will be structured more selectively and less decadently when it comes to the way we use materials.

**NK** *So, lightness and lightweight construction will play an important role. In other words, how to pare the design down to its true essence.*

**WA** That's a good point. The more delicate and minimal the production, the less material needed. This is clearly going to be a prerequisite in the future. Lightness about a new aesthetic.

**NK** *It's already possible to make plastics out of food scraps or plant fibers, for example. What are some other new materials you expect to see?*

**WA** We're living in a fascinating age. I expect to see a lot of exciting new materials being developed in response to the climate crisis. If you look back on the history of design, then you see that the greatest developments often emerged in times of social and industrial upheaval. That's exactly what we're experiencing today.

*One exciting idea is the "Chair Farm" project you developed. In that project, you train plants to grow along a frame, so they gradually take the shape of a piece of seating furniture. Where does the symbiosis of nature and design lead?*

**NK**

This early project was about how to replace industrial production with naturally growing structures; cultivated chairs and tables, in this case. It's quite exciting to think about radically trimming everything down to a plant basis. What used to be produced in factories could be grown in greenhouses in the future. Suddenly there are farms for chairs. Who knows? There will always be more transformation processes, with certain industries dying out and others emerging.

**WA**

*With all the discussion about sustainability, does beauty still play a role?*

**NK**

I think we need to extend the usable life of every product we create. Every production process generates a certain amount of emissions and consumes resources. It's always smarter to use products for years or even decades instead of constantly buying new things. This brings us back to the issue of good design. If people form an emotional bond with a product, they want to live with it for a long time. They won't be so quick to just throw it out. So, the question is: How do you create a strong, classic design that stands the test of time? That's every designer's mission. To design things that people will love and want to use for a long time.

**WA**



LOFT CUBE  
Photography © Steffen Jänicke





SHOP SYSTEM  
SILHOUETTE

“A DESIGN THAT  
LOOKS LIGHT  
AND PRESENTS  
THE PRODUCTS  
IN THE BEST  
POSSIBLE WAY.”

Designer **Werner Aisslinger**

## SHOP DESIGN

Studio Aisslinger has developed a shop system for Silhouette.

Silhouette's retail partners now have maximum flexibility on their showroom floors, thanks to these fully customizable, free-standing modules. The displays are made from recycled plastic and fiberboard made from FSC-certified wood. For every tree used, a new one is planted.



A woman with voluminous, dark brown curly hair is shown in profile, looking towards the right. She is wearing thin, light-colored round glasses and a bright blue sleeveless top. The background is a clear, vibrant blue sky. A thick, curved black line is visible in the bottom right corner, and a thin, curved light blue line is at the top.

AZUR

TMA - LA LIGNE  
5568, 6560 Azur



# LA LIGNE

UNDERLINE  
YOUR  
UNIQUENESS

TITAN MINIMAL ART (TMA) – LA LIGNE with Accent Rings enhances the rimless frame, adding a line of color to these unique glasses. The colorful new shape is a prime example of timeless style, designed to draw attention with its subtle, light-weight construction.

PHOTOGRAPHER: JUANITA ROMERO

HAIR & MAKE-UP: MANUELA PANE

STYLING: PIA STRÖHLER



BLACK



ORCHID

“THE ACCENT RINGS OF LA LIGNE ARE BUILT THREE-DimensionALLY. THE PARTIAL COLOR APPLICATION CONTOURS THE SHAPE AND HIGHLIGHTS THE FACE. SILHOUETTE’S FIRST HEAD OF DESIGN, DORA DEMMEL, ALSO USED THIS SPECIAL LINE EFFECT IN THE 70S AND 80S TO MAKE THE WEARER’S EYES SHINE.”

*Silhouette Designer* **Gerhard Fuchs**







*LEFT*  
**TMA - LA LIGNE**  
5568, 6660 Lime

*RIGHT*  
**TMA - LA LIGNE**  
5568, 6760 Orchid



# KISSED BY THE SUN

SUN COLLECTION 2023





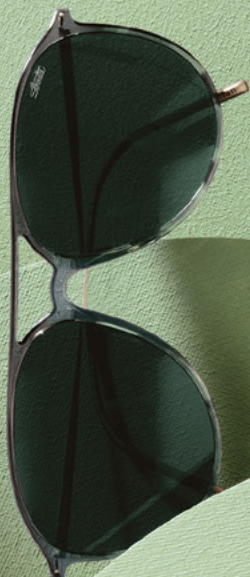


*TOP LEFT*  
**TITAN BREEZE**  
Poblenou 8737, 7630 Classic Brown Gradient

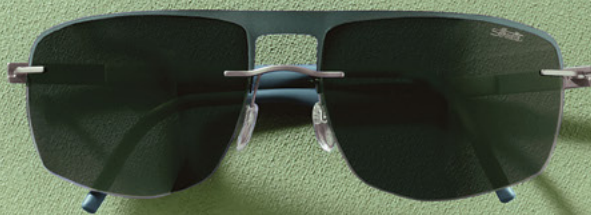
*TOP RIGHT*  
**RIMLESS SHADES**  
Cadaqués 8191, 7530 Classic Brown Gradient

*BOTTOM RIGHT*  
**ACCENT SHADES**  
Sant Martí 8187, 6030 Classic Brown Gradient

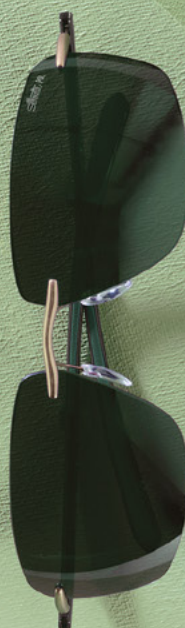




**TOP LEFT**  
**SUN LITE COLLECTION**  
Brickell 4081, 5540 SLM Green



**TOP RIGHT**  
**ACCENT SHADES**  
Pedralbes 8738, 5040 SLM Green



**BOTTOM LEFT**  
**TITAN BREEZE**  
Poblenuu 8737, 5040 SLM Green



**BOTTOM RIGHT**  
**STREAMLINE COLLECTION**  
Biscayne Bay 8727, 7630 SLM POL Green





## SILHOUETTE LIGHT MANAGEMENT®

### ENHANCED VISION FOR A BRIGHTER MOOD

Sunlight brings the world around us to life. Silhouette wants you to always enjoy your moment in the sun. That's why we developed Silhouette Light Management® lenses. This innovative patented technology allows you to see more yellow light,

so the world around you looks brighter, with sharper contrasts and more vivid colors. At the same time, Silhouette Light Management® lenses fully protect you from harsh light and glare, delivering total UV and blue light protection.



INFINITY VIEW  
1611, 2040 Lime

# SHAPES AND COLORS



# SHAPE YOUR STYLE

Silhouette offers a wide range of full-rim designs to suit every style and personality. Choose from a stunning array of models available in a multitude of shapes and colors.



*BOTTOM LEFT*  
**INFINITY VIEW**  
1611, 4040 Cassis

*CENTER*  
**INFINITY VIEW**  
1610, 4530 Dove Blue

*TOP RIGHT*  
**INFINITY VIEW**  
2951, 2060 Lime

# CARBON-NEUTRAL

WITH OFFSETTING IN OUR EYEWEAR PRODUCTION

ELIMINATING 450 TONS  
OF CO<sub>2</sub> ANNUALLY WITH  
OUR SOLAR PANELS

INSTALLED 35,000 SQUARE  
FEET OF ROOFTOP  
SOLAR PANELS

Sustainability has always been our main focus at Silhouette. After cutting our carbon emissions in half in less than a decade, we went carbon-neutral through offsetting in 2022. Now, 100% of the electricity used to make our glasses comes from natural power sources: sunlight, wind and water.

"WE WANT TO  
LEAD THE WAY  
IN SUSTAINABLE  
INNOVATION AND  
ENVIRONMENTAL  
PROTECTION."

*Silhouette CMO*  
Michael Schmied

100% GREEN  
ELECTRICITY

ACHIEVING  
CARBON-NEUTRALITY WITH  
OFFSETTING IN 2022

THE WAVE  
5567, 6565 Clusia Spoom

This shift means a major reduction in our CO<sub>2</sub> emissions. We have also installed over 35,000 square feet of solar panels on the roofs of our buildings and plan to use all available roof space by the end of 2023. As a result, we'll supply 13% of our production energy needs ourselves while cutting carbon emissions by 450 tons each year.



Silhouette is the only European eyewear brand to be certified under the EU's Eco-Management and Audit Scheme (EMAS), a voluntary set of high environmental protection standards.



# EARTH FROM EVERY ANGLE

SILHOUETTE'S TITAN MINIMAL ART FRAMES HAVE FLOWN ON  
SPACE MISSIONS FOR OVER 20 YEARS.

86,833

SILHOUETTE EYEWEAR  
HAS SPENT AN  
EARTH-SHATTERING  
86,833 HOURS ON  
BOARD SPACEFLIGHTS

86,833 hours = 3,618 days  
That's 516 weeks, or  
approximately 10 years.

73

73 ASTRONAUTS  
HAVE WORN  
SILHOUETTE TITAN  
MINIMAL ART  
EYEWEAR IN  
SPACE

70

ASTRONAUTS  
HAVE WORN  
SILHOUETTE  
EYEWEAR ON  
70 MISSIONS



# MISSION TO MARS

SCAN ME



ALYSSA CARSON HAS ONE MISSION: SHE WANTS TO BE THE FIRST HUMAN ON MARS. THE 21-YEAR-OLD FROM LOUISIANA STARTED EARLY TO TURN HER SPACE DREAM INTO REALITY.

Since the age of three, Alyssa Carson has had the ambition to become an astronaut. She attended several international space camps in the U.S., Canada and Turkey. She is the youngest person to be accepted into the Advanced PoSSUM Space Academy, an educational program for

**"SPACE PUSHES US  
TO THINK OUTSIDE  
OF THE BOX."**

aspiring astronauts. In parallel with her current space training, she is studying astrobiology at the Florida Institute of Technology. We spoke with Alyssa and had a candid conversation about zero gravity, lightness and movies.



© Alyssa Carson

TMA - MUST  
5515, CT, 9040 Jet Black



NK——NORMAN KIETZMANN——INTERVIEWER

AC——ALYSSA CARSON——ASTRONAUT-IN-TRAINING

NK *What does lightness mean to you?*

AC To me, lightness means the freedom to do or move as you please. This can be physically light or even the feeling of being mentally light.

NK *How do you find a sense of lightness in space: in zero gravity or infinity?*

AC There is true lightness in space. Everything in space is in microgravity meaning that nothing has weight. You are able to have the feeling of flying or floating. This feeling is euphoric.

NK *What does it feel like to be in zero gravity?*

AC When in zero gravity it feels like a roller coaster at first but then your body stays in the air. In the beginning your body is so confused but there is so much adrenaline that you can't stop smiling. Being able to do flips or spins makes it even more fun.

NK *How important are lightness and technical precision in space?*

AC Weight plays a major role in space travel. Although everything is weightless once it is in space, it takes a lot to send heavy things up there. All weight must be considered to ensure that the rocket has the right amount of fuel and thrust to make it to space. Precision is also important. Space is relatively safe but everything should be done with caution to prevent any emergencies.

NK *What is your favorite star or constellation to observe?*

AC My favorite constellation is Orion. Specifically I like the three major stars that make up Orion's belt. These are typically pretty easy to spot since they are in a straight line.



© Alyssa Carson

TMA - THE ICON  
5541, 3535 Radiant Rose Gold

*What discoveries would you like to undertake in space?* NK

The area of space that I would like to work in is astrobiology. Within astrobiology I would like to do research with bacterial samples to see what discoveries we find can actually aid the problems that continue in space. Another thing I would like to research is the possibility of bacterial life living in areas of Mars.

*What can we as humans on Earth learn from space?* NK

Space pushes us to think outside of the box and come up with new solutions to problems. Even though the problem is related to space we can still use that same technology to solve the problems down here on Earth. Space and Earth are connected.

*What's your favorite space movie?* NK

My favorite space movie is *The Martian*. For a more sci-fi movie I like *Contact* and for a more documentary movie I like *Hubble*. AC

*How can you sharpen your vision?* NK

I can sharpen my vision by always being attentive to new things coming my way. Space is constantly evolving so you have to evolve with it. For my actual poor eyesight I will be sharpening my vision with Silhouette eyewear. AC





LEFT  
THE WAVE  
5567, 9040 Black Buffalo

RIGHT  
THE WAVE  
5567, 3530 Rose Gold Lilac





RIMLESS COLLECTION

# THE FLOATING SHAPES

PHOTOGRAPHER: SINCINETTI

HAIR & MAKE-UP: WOLFGANG LINDENHOFER

STYLING: JULIAN BURLACU







*LEFT*  
**THE WAVE**  
5567, 7110 Silver Ocean

*RIGHT*  
**THE WAVE**  
5567, 6565 Clusia Spoom



THE WAVE  
5567, 4540 Royal Blue











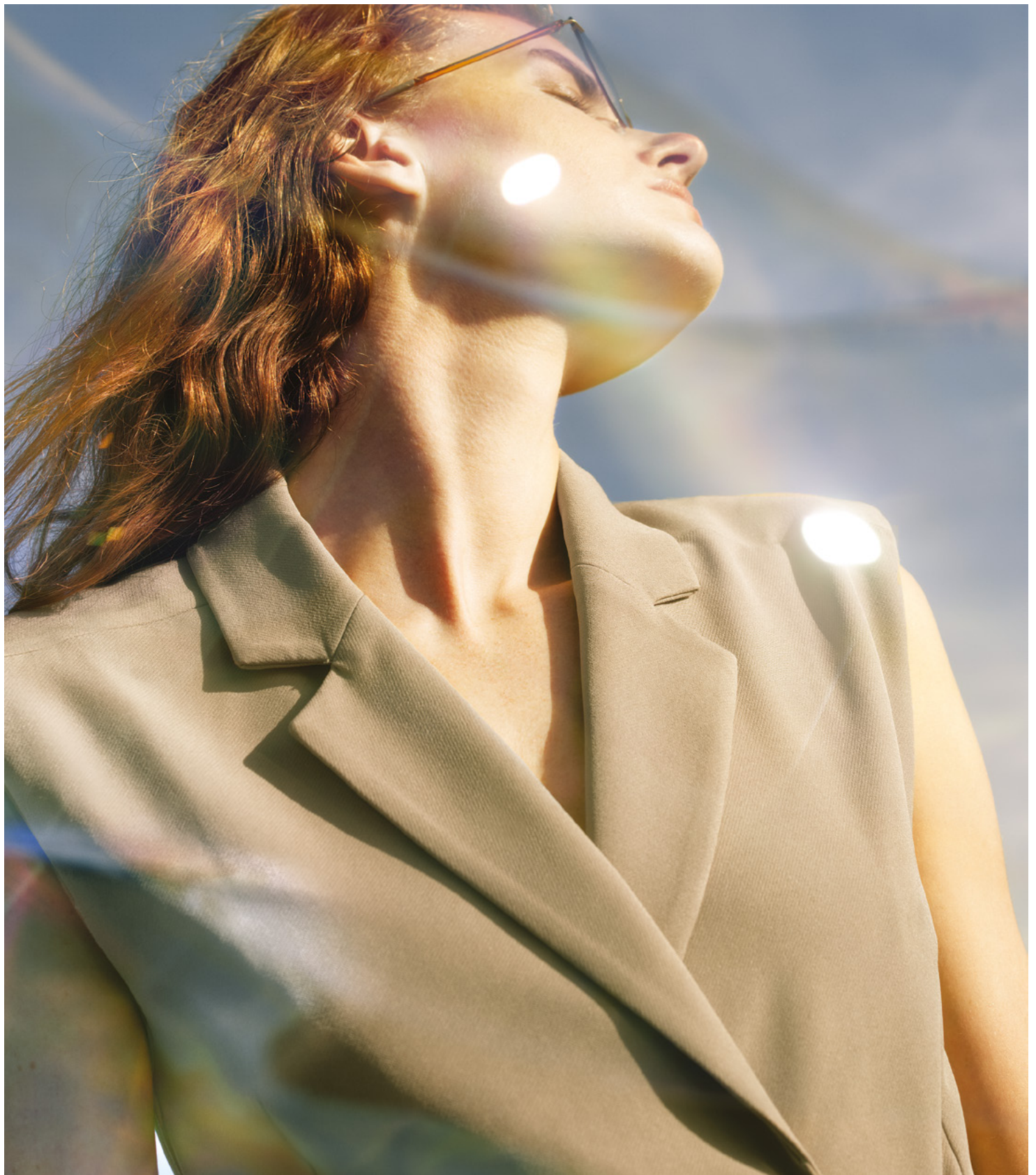


*LEFT*  
**THE WAVE**  
5567, 3530 Rose Gold Lilac

*CENTER*  
**THE WAVE**  
5567, 9040 Black Buffalo

*RIGHT*  
**THE WAVE**  
5567, 9040 Black Buffalo





*LEFT*  
**THE WAVE**  
5567, 7535 Mango Spoom

*RIGHT*  
**THE WAVE**  
5567, 7210 Indigo Spoom









THE WAVE  
5567, 7110 Silver Ocean



100% PERFECTION

# THE HOLISTIC VIEW

SCAN ME



INNOVATION IS IN OUR DNA. WE CREATE TAILOR-MADE OPTICAL  
MASTERPIECES THANKS TO OUR UNIQUE FOCUS ON LENS  
CRAFTING, FRAMES AND SERVICE.

Our glasses are so much more than just a visual aid. They're an accessory that lets your true personality shine through. For us, style is equally as important as perfect vision. They are inextricably linked. That's why we take a holistic approach to eyewear design, from lenses to frames to service.

Our premium lenses are manufactured in our Silhouette Group Lens Lab by a team of lens specialists to ensure the best possible fit from the moment you put them on. We align the base curve of our lenses to perfectly match our frames, which means the glasses do not need to be bent into shape afterwards. That's how we consistently provide a tailor-made look and feel every time.

Perfect vision. 100% Silhouette means that we use the lens shape you select, combined with your frame data to determine the optimal

specifications for you, right up to the edge of the lens. This ensures precise vision with the widest field of view achievable.

The best possible vision, both near and far. The ultra-harmonious strength gradation gives you continuous vision from distance to close up with total freedom of movement. This reduces unwanted sway and illusory motion in the lens to a minimum.

The same goes for all our lenses, whether it's prescription lenses in rimless or full-rim frames or prescription sunglasses.

And we back up our holistic design with our unique premium service, so you enjoy a superior experience, every step of the way. Perfect lenses for perfect vision.

100% perfection. 100% Silhouette.

100% Silhouette is not currently available in all countries. We are constantly expanding our service offering. For more information, please contact your national Silhouette partner.

RIMLESS COLLECTION

# CO LOR GROOVE

PURIST RIMLESS SHAPES WITH COLORED GROOVE







PURIST  
5561, 6145 Papaya



PURIST  
5561, 6765 Curaçao





PURIST  
5561, 8645 Jungle

INDIVIDUALIZATION

# CREATE YOUR FAVORITE

MORE OPPORTUNITIES WITH MORE VISIBILITY





A close-up profile of a woman with dark skin wearing pink rimless glasses. To her left is a vertical stack of eight thin, curved lens strips in various colors: white, light purple, light blue, orange, magenta, olive green, dark blue, and dark grey. The text 'COLOR GROOVE' is written vertically in pink, matching the glasses.

COLOR GROOVE

Silhouette has revolutionized eye-wear design with our iconic, timeless rimless models.

Our new Color Groove design takes customization to a new level.

Add your favorite color contour to any rimless Silhouette glasses and create your new signature look.

# 1974: A MILESTONE IN DESIGN HISTORY

## HONORING THE ICONIC DESIGN OF SILHOUETTE FUTURA

Eyewear design and production have traditionally been male-dominated spheres. Even today, the industry continues to be governed by men, who surprisingly still make up the majority of world-renowned designers. This makes us even prouder to announce that Dora Demmel's Futura design is being honored on the special Austrian postage stamp, paying tribute to the greatest Austrian designers.

Demmel began designing eyewear for Silhouette in 1964. She was a core member of the family business since its beginning stages and the right-hand woman to the company's founders, Anneliese and Arnold Schmied. She passed away in 2020 and is revered today as one of Silhouette's most enduring designers. Given full creative license by the Schmied family, Demmel made Silhouette eyewear into real-life works of art throughout her career.

The Futura design from 1974 remains one of the most coveted collectibles in the world of eyewear. Demmel's creations live on in the new Futura Dot collection, with its new unisex frames that come in four retro-inspired colors. This iconic piece of Silhouette heritage has been reinterpreted by Roland Keplinger, Head of Design at Silhouette, using state-of-the-art materials and cutting-edge design. The bold, trend-defining design of the new, limited-edition Futura Dot model has won the coveted Red Dot Design Award.



Designer Dora Demmel 1938 – 2020



**FUTURA DOT**  
Limited to 1,964 pieces

Each pair is engraved with a unique serial number, making it a one-of-a-kind collectible.



**“NEW  
HORIZONS  
FOR  
HERITAGE.”**

Special Edition Stamp  
FUTURA 1974

©Österreichische Post AG



A low-angle portrait of a woman with short dark hair, wearing large, dark-tinted sunglasses with thin gold frames. She is looking slightly upwards and to the side. A light pink scarf is draped around her neck, and her arms are raised, with her hands visible at the top of the frame. The background is a clear, bright blue sky. The overall mood is serene and elegant.

*Silhouette*

EMPOWERED  
BY LIGHTNESS



NEW  
HORIZONS:  
SHAPING  
A BETTER  
WORLD

*Silhouette*

ICONIC EYEWEAR MADE IN AUSTRIA. SINCE 1964.

[silhouette.com](https://silhouette.com)