

Dear Business Partner,

We are pleased to present you our March 2018 topics of the Optimed Corporation Newsletter.

In this edition we will be talking about the new collection & many more interesting topics!



## PRODUCT



### Special Edition: Perret Schaad for Silhouette

The new Special Edition bears the unmistakable signature of the two in-demand Berlin-based designers. Discover the extraordinary reinterpretation of the iconic Silhouette Titan Minimal Art.

### FASHION MEETS DESIGN

The innovative Silhouette technology and new **Perret Schaad** design concept provided a framework to reinterpret the iconic eyewear model TMA-The Icon: the "**Perret Schaad for Silhouette**" Special Edition looks like a full-rim model, but offers the TMA's traditional wearing comfort. Wearers of sunglasses can choose from four powerful rim and colour combinations to select their view of the world: copper with orange-blue, brass with mint, dark red with grey and gold with caramel.



## **Silhouette SUN 2018**

### **REACHING FOR THE SUN**

#### **SILHOUETTE'S 2018 COLLECTION OF SUNGLASSES AND ITS WORLD OF COLOUR**

Silhouette's 2018 "Sun Collection" allows you to choose from three different colour groups according to your mood: if you love earthy, soothing and casual, go for "Brass Safari". Tones such as brass, brown, green and caramel are contrasted by cool mint, which makes them glow.

Yearning for fun, sun and summer days? Then the "Sunset Beach" line from Silhouette is a perfect fit for you. Colours such as burnt orange, salmon or purple radiate pure joie de vivre and are ideal for the fashionable festival look - ethno fans and anyone with similar aspirations will be on cloud nine.

"Fresh Nature" promises coolness with blue, emerald green, turquoise and mint rosé. This palette of colours helps us to rest, relax and find ourselves. It will bring a touch of freshness and vitality to your face.

**To book your order you can now contact our customer care representative at 022 2204 9834 or get in touch with the sales representative that attends to your region.**

# EVENT



## GLIMPSE OF SILHOUETTE BRAND TRAINING 2018.

**Optimed Corporation** had successfully organised a Silhouette Brand Training – 2018 & we take the opportunity to thank all of our optic partners who had participated in our Silhouette brand training program 2018.

We treasure their contributions and time with us, and we hope that they must have come away with right knowledge about the Silhouette products & brand.

## SALES TIPS



All Silhouette frames are 100% made in Austria and 80% Handmade



**Materials used: only High-Tech Titanium and SPX +**



**SH Features: Light, Comfortable, Durable, Never out of fashion**



*PRODUCT*

*Remember: You are offering a HIGH-END*

**The quality of presentation has to match the high end value of our frames and the brand essence**

***GOD bless you with wealth, prosperity, success and good life.. have a great day and an awesome new financial year ahead.***

Thanking You!