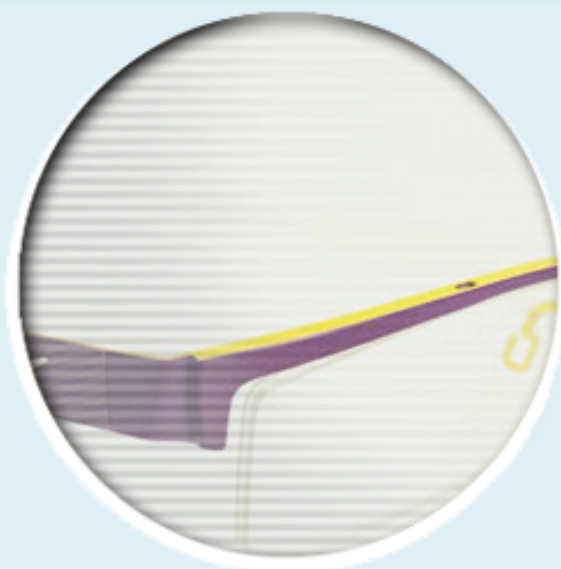




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ARRIVAL OF NEW BLACKFIN AND BIOEYES MODELS

PRAMAOR ITALIAN TITANIUM EYEWEAR BEGINS DISTRIBUTION OF NEW LINES

Pramaor began distribution of the new lines for the Blackfin and Bioeyes house brands.

In detail, Blackfin presents 27 new models in numerous color variations and sizes with softer and bigger shapes in a quasi-Mediterranean mood that hasn't forgone the minimalist elegance of the collection. Color is the real leitmotif in models that aim for a sophisticated effect given by the gold plating in the Precious line, or by the particularly strong and captivating nuances of the Contemporary series.

The brand also presented a Summer Special Edition 2011 – Blackfin 639, a skillful combination of the lightness of titanium with the refinement of acetate in 4 fluo colors that are decidedly shocking.

But what makes Pramaor eyewear really unique is that the company uses its anodizing laser technology to personalize the frame with name of the client.

Developed around the Atom patented hinge, the key words in the Bioeyes collection are design, creative refinement and maximum attention to technology.

Leading-edge technology that has enabled Pramaor to make most of the new proposals that range from ultra-slim rimless eyewear in beta titanium to combos of a cellulose acetate front and very slender beta titanium temples with no soldering or screws. This guarantees strength, clean lines, no soldering marks and all in less than 2.7 grams.

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