

PRESS RELEASE

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RÉDÉLÉ

"I went to California to find inspiration"

Explain ALESSANDRO DE VECCHI, CEO of **RÉDÉLÉ**

– "Because it is down there, in Los Angeles, that new trends always arise. just think about the hippie movements, skateboarding, windsurfing and rock music. even Oakley, the historical eyewear brand of Luxottica, was born there"

At the mido last February, Alessandra de Vecchio presented the new **RÉDÉLÉ** glasses, characterized by a real revolution.

The first thing that capture the eye in the **RÉDÉLÉ** collection are the new materials used: a combination of beta-titanium for the temples and TR2R at the front, this new material allow to combine two polymers without the use of glues, ensuring flexibility, durability and excellent performance achieving great results in term of style.

PRISME OPTICAL GROUP will distribute the **RÉDÉLÉ** collection in North America.

The new glasses, 22 styles in 4 colors (man, woman and unisex) are designed by a team based in Los Angeles and are all rigorously made in ITALY.

RÉDÉLÉ is for customers desiring glasses that have a clear identity, but which also have the technical details (innovative, materials, lightness) that are now an essential part of the product.



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