

PR Release – New INVU Slimfit Collection

INVU by Swiss Eyewear Group launches new Slimfit Collection

Zurich, July 2017

Extensive market research with opticians around the globe clearly shows that most sunglass companies are failing to offer sunglasses that comfortably fit people with slimmer faces. With the current big frame fashion trend, an increasing number of customers are having trouble finding sunglasses that properly fit their narrower faces. Based on the strong feedback from the optical community, Swiss Eyewear Group is launching its new INVU Slimfit Collection, targeting this growing market with a specially designed collection of great models for men and women. INVU Slimfit sunglasses offer the latest fashion trends, scaled down to perfectly fit adults with slimmer faces. The entire new collection features the ultra polarized lens from Swiss Eyewear Group and is supported with elegant displays and a special INVU Slimfit Showcard.

Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG.