

PR Release

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INVU ultra polarized wins prestigious Pont d'Or Award

The innovative global sunglass brand – INVU ultra polarized – was awarded the renowned Pont d'Or Award by the optical trade magazines *Mode et Tendances* and *Optique Mag*. This is a true honor since over 13,000 optical retailers were polled in order to select the best sunglass brand of 2017 and INVU ultra polarized was the clear winner. “We are extremely pleased with this vote of confidence from the optical community” says Jerry Dreifuss, CEO of Swiss Eyewear Group. “It shows that the market recognizes and values our hard work and dedication to offering retailers and end consumers the absolute best value for money when it comes to sunglasses”.

The key to INVU's success is global fashion design, Swiss engineering and the highest quality materials combined with INVU's state-of-the-art proprietary ultra polarized lens. Last but not least, with a retail price of Euro 50 – Euro 80 INVU has hit a sweet spot with consumers and optical retailers.

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 and is distributed in over 85 countries around the globe.



INVU.
BY SWISS EYEWEAR GROUP 

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