

PR Release Five years of INVU

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50 years of Silmo – 5 years of INVU

INVU, the innovative global sunglass brand by Swiss Eyewear Group is already moving into its fifth season! Created by visionary eyewear industry experts in 2013, INVU is now distributed in over 80 markets worldwide. While we celebrate this year 50 years of SILMO, we also celebrate 5 years of INVU. Millions of consumers are enjoying the unique benefits of the next generation polarizing eyewear and retailers are delighted with the sell-out results. 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 retailers in today's challenging economic environment.

Together with the stunning 2018 INVU collections INVU will launch a series of brand new, highly innovative LCD screens that allow consumers to experience the unique benefits of INVU's ultra polarized lens in-store. Polarizing lenses were invented over 80 years ago. Now INVU ultra polarized has reinvented the polarized category, creating exceptional value for consumers and retailers around the globe. INVU is truly the next generation of polarizing eyewear.

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.



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