

PR Release – INVU Collection 2018

## INVU Flex Tech – Innovation by Swiss Eyewear Group

Zurich, November 2017

INVU, the innovative sunglass brand from Swiss Eyewear Group introduces a selection of high quality RX-able sunglasses featuring Flex Tech technology. With this state-of-the-art material, accidentally sitting on your sunglasses no longer has to end badly. The smart alloy compound in the bridge and brow bar of this collection gives INVU Flex Tech sunglasses unlimited flexibility and makes the frames virtually unbreakable. The Flex Tech front is combined with a stainless steel and acetate temple to give the frame the desired rigidity and the perfect fit.

Designed and engineered in Switzerland, INVU Flex Tech offers outstanding value either as a Plano sunglass or with RX lenses in the customer's prescription.

To learn more about INVU, visit [invueyewear.com](http://invueyewear.com) or contact us at [info@swisseg.com](mailto:info@swisseg.com)

*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.*



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**FLEX TECH**

*ENGINEERED WITH MEMORY TECHNOLOGY*

**INVU.**  
BY SWISS EYEWEAR GROUP

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