

PR Release

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INVU ultra polarized is totally en vogue

The zero base curve combined with the latest, modern mirror coatings is the must have 2017/2018 sunglass trend for Generation Z. The brand new INVU models that are being showcased at Silmo are not only highly fashionable, they are also perfectly designed. They feature a completely screw less construction, engineered in Switzerland, using the highest quality stainless spring steel in combination with a custom-made, thicker ultra polarized lens to give extra stability to the frame.

Retailed at the attractive impulse price point of Euro 59 this new release from INVU by Swiss Eyewear Group is guaranteed to turn heads, generate store traffic and fly off the shelves.

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 ULTRA
POLARIZED
BY SWISS EYEWEAR GROUP 

SWISS EYEWEAR GROUP 

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