

PR Release – INVU Collection 2018

Zurich, November 2017

Diamond Cuts from INVU are a Girl's Best Friend

With its 2018 Spring Collection, INVU is bringing to market an exclusive selection of women's sunglasses that showcase the legendary diamond cut. "The elegance and sophistication of the diamond cut, both in the front design as well as the hinge and temple, makes these sunglasses into pieces of fine jewelry" says Beat Christ, Head Designer of Swiss Eyewear Group. The INVU diamond cut releases are crafted in the currently so up-to-date combination of metal and polymer materials featuring naturally inspired earth tones.

All INVU sunglasses are designed and engineered in Switzerland and equipped with the ultra polarized lens from Swiss Eyewear Group. With a recommended retail price of Euro 70 the new diamond cut collection offers incredible value and no doubt will be a girl's best friend for the summer of 2018.

To learn more about INVU, visit invueyewear.com or contact us at 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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