

PR Release

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INVU ultra polarized – Featuring Innovative Swiss Materials

Innovation and Swissness are integral parts of INVU's DNA. With the launch of the Swiss Tech special edition sunglasses at Silmo Swiss Eyewear Group is paying tribute to these core values. The sunglasses are made of two new types of co-injected, high quality thermoplastic polyamide, produced entirely in Switzerland. These materials enable Swiss Eyewear Group to create INVU sunglasses that offer perfect elasticity and inseparable frame durability while also being skin friendly. The state-of-the-art materials are produced using an environmentally friendly manufacturing method, free of aerosols and other substances that may harm the environment. INVU Swiss Tech is supported with an elegant, compact window display and showcard. The sunglasses are guaranteed to turn heads with a retail price of Euro 69, offering exceptional value for customers who are looking for innovation, quality and design.

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.



SWISS EYEWEAR GROUP 

SWISS EYEWEAR GROUP (INTERNATIONAL) AG
FREILAGERSTRASSE 39 | 8047 ZÜRICH | SWITZERLAND | T +41 (0)44 533 58 70 | F +41 (0)44 533 58 79 | SWISSEYEWEARGROUP.COM