

## **DIESEL Spring Summer 2012 Shades collection**

Diesel shades are now back on the market, stronger than ever. The Spring-Summer 2012 sunglasses collection is the result of a new collaboration between Diesel and Marcolin: the know-how and expertise in shades of Marcolin fused with the creativity of Diesel. A collection which truly speaks the language of the label: it's bold, it's rock, it's iconic, it's defining the vintage of the future, it is pure DNA. It's the tip for a Successful Living.

### **LOVE BUG, HEY!HEY!HEY! - *It's the world that makes the love go round***

Inspired by the most iconic shape of the Sixties, these sunglasses fulfill each summer look, day and night: an oversized round shape, psychedelic multilayered mirrored lenses. Passing unnoticed is impossible. Adopted by icons in fashion and music, it is an essential silhouette with a super light frame. And all that with a Diesel twist, what more could you ask for?

### **FLIRTINI - *touch touch but not too much***

A pair of sunglasses that speak for themselves: romance and glamour, worn by a real Diva. A clash between a seducing shape and a heavy design make the Flirtini irresistible in the eyes of everyone. Bold acetate in matt and glossy colors: black and Havana for the classic look, and khaki and petroleum for a contemporary touch. Beware because flirting is a must with these glasses but please note: too much touching is at your own risk.

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### **DOUBLE TROUBLE- *Two wrongs make a right, right?***

It's for woman, it's for man. It's military, it's vintage. It's matt, it's shiny. it's *Double Trouble*. The rivets decoration simulates an overlapped effect and the asymmetric color finishing implies its versatility. The contrast of shiny and matt material and the contrast colors on frame and temples emphasizes its multifaceted design, while embodying the Diesel heritage with its rock and roll edge. Black and blue *Double Trouble* is meant to be worn by men while the ivory and petroleum model by women, and the military colors (mud, khaki, military green) are designed for both.

### **STEALING BULLET- *If it ain't steel, it ain't real***

The man of the year, the tough one, the enforcer is the protagonist of these sunglasses: *Stealing Bullet*. Drawing its inspiration from bikers and the lifestyle of an urban rebel it speaks the language of Diesel: the rivets on the frame seem to be screwed to one another, the treated metal shows contrasting colors, and the head of the iconic Mohican on nose pad and temple tips.



**BAD MAX- *There's a new gun in town***

If a motorbike was to have an alter ego it would have to be *Bad Max*: aviators with a vintage sporty look, real treated leather on the side flaps à la Diesel, recalling heritage expedition sunwear. An easy fit shape enriched by side flaps and real treated leather with the Mohican logo tone in tone and rubber detail on the nose: Diesel's fusion of authenticity and sport aesthetics.

The result of the collaboration of Diesel and Marcolin is an iconic shades collection that stands for quality, and fashion-forward products. Call them shades, sunglasses, eyewear, either way they are the piece of accessory you won't leave your house without.

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