



## POLAROID EYEWEAR

PRESENTS

### POLAROID X MSGM CAPSULE COLLECTION

Milan, 20/02/2020

“Never look back, it’s all ahead”

True to the claim that made it the most desirable contemporary brand today, MSGM, founded in Milan in 2009, starts again from Milan to see beyond in association with Polaroid Eyewear during its Women FW20 fashion show.

The result is POLAROID X MSGM.

Since 1937, Polaroid is a leader eyewear brand, founded by Edwin Land – the inventor of the polarized lenses – that never stopped to see beyond with its ironic and distinctive approach, being at the same time iconic and full of colours.

Exploring the fascinating and never-ending Polaroid archive, looking for shapes and stories to mix together, Massimo Giorgetti smiled once, then twice...

Thunderstruck from two different shapes, so different but so at the same time close to each other, he gave life to the new POLAROID X MSGM Capsule Collection: pure energy to capture the zeitgeist diving into MSGM color blocks: red, yellow, blue together with white and black.

A free spirit Capsule Collection with a contemporary taste, ready to see beyond and to mirror the style of those who want to stand out and live an extraordinary daily life.

### POLAROID X MSGM CAPSULE COLLECTION

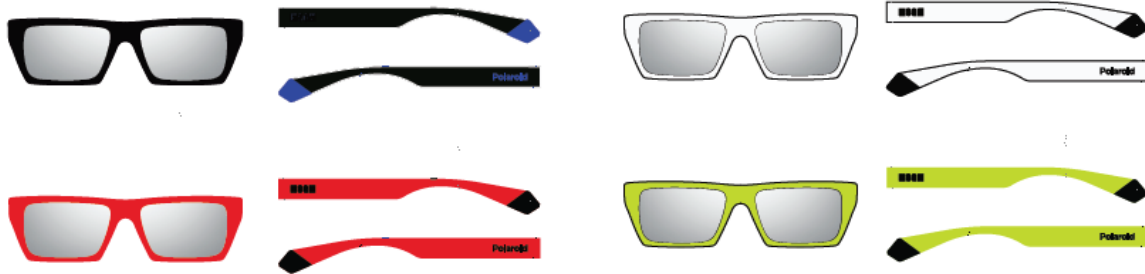
#### PLDMSGM 1

An edgy shape with sharp cuts, so sexy to become unisex, this squared 80’s style makes its debut on the catwalk with its unconventional colours: red and fluo yellow together with unexpected white and traditional black. Thick temples show off the two brands logos and play with colour codes on the end temples tips.

**See Beyond See Beyond See Beyond See Beyond**

# Polaroid eyewear

Flashy lenses hide the fierce look behind these objects of desire enriched with the technical and functional characteristics of the polarized lenses for a perfect vision and UV eye protection.



## PLDMSGM 2

Diving into the athleisure world of activewear, the wrap around model of the POLAROID X MSGM Capsule Collection responds in a totally different way to the chromatic codes close to MSGM: the result is an athleisure full lens mask, light but bold and with a coloured sharp line on the front to make the color an absolute protagonist. The mask lens is of course polarized.



Time will tell.

POLAROID X MSGM Capsule Collection will be available from June 2020 in all MSGM stores and in selected opticians and fashion stores.

### *POLAROID*

*Polaroid Eyewear is a worldwide leader in eye-care and optics and a pioneering international eyewear brand that owes its name to the invention that changed the world of technology and optics: polarized lenses. Polaroid, since it was established by Edwin Land in 1937, has strengthened its reputation as a leading brand in polarized lenses. Today, Polaroid produces and distributes its polarized sunglasses, Clip-ons, Suncovers™ and optical frames worldwide through its owner subsidiaries and its network of exclusive distributors. The brand joined the Safilo Group in April 2012. For further information: [www.polaroideyewear.com](http://www.polaroideyewear.com).*

**See Beyond See Beyond See Beyond See Beyond**