

**NEUBAU EYEWEAR awarded with  
SILMO d'Or „Prix Spécial du Jury“**



Image provided by SILMO

Austrian eyewear brand **NEUBAU EYEWEAR** was awarded the prestigious **SILMO d'Or "Prix Spécial du Jury"** at this year's SILMO Paris. The sustainable eyewear brand won with its futuristic design "Xenon" from this year's special edition "Transition". The avantgarde sunglasses were selected by jury president Jun Gobron, who has received recognition as an architect and interior designer for his works under the motto "designer of lightness".

The SILMO d'Or awards have been established since 1994 as an exceptional event that celebrates the talent and creativity of the eyewear industry each year. The SILMO d'Or is considered as one of the highest recognitions of the ingenuity and inventiveness of over 330 companies across different categories. While brands and manufacturers can apply for the respective categories, the "Prix Spécial" is a separate category for which the winner is selected directly on site by the jury. Praised for the special details in design, the "XENON" frame was particularly convincing to the jury president.

*"Receiving this award is a special honor for us. At NEUBAU, we have a sophisticated idea of design, that is reflected in an interplay of aesthetics, quality and materiality. The award is an industry-wide acknowledgement of this idea, which is as a great motivator to us", Daniel Liktor, Managing Director NEUBAU EYEWEAR.*

## XENON – a futuristic design



As part of this year's special edition 2022 with the title "Transition", the Xenon model showcases a futuristic design, mirrored lenses and high-contrast neon-colored accents. Yet it's not just its appearance that makes this special edition so futuristic. Based on innovative sustainability technology, the glasses are made from 100% plant-based material natural3D using 3D printing. Obtained from non-genetically modified castor oil beans, this bio-based polymer is processed in a modern 3D-printing process with a no-waste method. This process ensures the production of robust and durable eyewear frames leaving an extremely small ecological footprint. The finishing touch of this year's special edition is a linear titanium element, a fascinating detail which adds a colorful spark. High-quality beta titanium is sourced from selected suppliers in Japan and can be produced in a sustainable way while being easy to recycle and extremely robust. By combining natural3D and beta titanium for the first time, NEUBAU creates a special edition that carries characteristics such as elasticity, strength and durability.

### About NEUBAU EYEWEAR

With "Sustainable Avantgarde" as its credo, Austrian brand NEUBAU EYEWEAR is synonymous with excellent design in the premium eyewear segment, based on the foundations of a sustainable brand philosophy. Since it was established in 2016, the committed label has been combining aesthetically designed sunglasses and spectacles with the highest quality standards and dynamic technological innovation. The brand's idealism is reflected in its utmost respect for people and the planet, along with its use of bio-based materials and resource-efficient "Handmade in Austria" production. After introducing its 100% bio-based material innovation natural3D, independent company NEUBAU EYEWEAR will continue to focus on the further development of progressive ideas to set new benchmarks in style and sustainability.