

## Allison launches Polygon collection at Mido

After 3 years of research, Allison's staff has developed Polygon, the new brand of the Italian company that will debut at Mido with a 6 sunglasses collection, all made with polarized lenses with a very high protective power, produced by the Pentapolar technology. The new lenses have 5 layers: anti-glare coating, HIR triacetate treatment (High Impact Resistant), latest generation of Polycarbonate Lens Optical Class 1b, PVA Polar Filter whose inside network of molecular chains allows the total cancellation of the reflected rays and glare, treatment of mirroring graduated only on the top and bottom of the lens, leaving the central portion free to ensure a greater contrast. Polygon frames are very light and resistant, they're made in Polygore, a high-performance tecno-polymer that allows high heat resistance, resistance to deformation and excellent electrical insulating properties. The adjustable nose pads on two worn also ensure a perfect fit to the shape of the face.



## Rye&Lye capsule collection with Murano glass

Glasses are increasingly becoming artistic objects. The exclusive capsule collection Rye&Lye is presenting at Mido 2015 is an example: three models that feature an exquisite Murano glass insert on the temples. Murano's master glass makers have elevated the inimitable characteristics of glass to the very highest levels, using their skill to showcase its quality, dazzling colors, purity and transparency. Today these characteristics have been combined with the design of the new Rye&Lye collection.



## Essilor: 30 million euros for Vision For Life

Vision For Life is an Essilor pioneering initiative to which the Group has allocated 30 million euros. This makes it the biggest global strategic program for raising funds aimed at reducing refraction errors or improperly corrected refraction. It is estimated that 2.5 billion people do not have adequate eyesight correction which brings with it social and financial repercussions estimated at a yearly loss of 272 billion dollars in global productivity. Vision For Life will support various public interest eye care projects carried out in collaboration with non-profit organizations (including local Essilor foundations), to create eyesight centers and develop skills in areas where people do not have access to primary care.



design by Mario Mattana

## Turn over

**Michael Ködel**  
**Nigel Oddy**  
**Marc Schneider**  
**Charles Shaefer**

*Creative Director*  
*Ceo*  
*Ceo*  
*Ceo & Creative Director*

**Billionaire Italian Couture**  
**House of Fraser**  
**Kenneth Cole Productions**  
**Chervò Usa**