

# GUCCI

## GUCCI PRESENTS THE WEB RIBBON EYEWEAR COLLECTION

For Autumn/Winter 2013/2014 Gucci is pleased to introduce a new eyewear collection featuring the web stripe detail on the temples.

The web stripe is one of the House's most iconic motifs reinterpreted today as a gros-grain detail embellishing this new capsule collection. The ribbon, in green-red-green and blue-red-blue, has its roots in the art of horse-riding, which has always been an endless source of inspiration for the House. The web stripe, initially used on luggage accessories in the early 1950's, originates from the girth strap used to fix the saddle onto a horse. Since then it has been showcased in countless ways, in a variety of colours, materials and sizes, and has become a distinctive motif of the Gucci collections, perfectly reflecting the House's historic heritage.

The Web Ribbon range reflects Gucci's traditions with a contemporary and sophisticated twist. The sunglasses and optical frames, available in metal versions or in Optyl – a registered trademark for an ultra-lightweight plastic material with unparalleled colour effects – are decorated with the web stripe detail on the temples, fixed externally by a gold-coloured metallic "GG Britt" logo and internally by a metal plaque bearing the House's engraved trademark.

The collection includes four pairs of sunglasses and three optical frames, as well as three special Asian fit sunglasses and two Asian fit optical frames. The new web ribbon models come in a variety of shapes – round, square or rectangular – and in a variety of natural tones, such as Havana, white, red, blue and black.

As part of a worldwide eco-friendly program designed to progressively reduce the company's impact on the environment, Gucci sunglasses feature 100% recyclable packaging with FSC (Forest Stewardship Council) Certified paper, while the unique foldable cases minimizes stock space, limiting both the weight and amount of shipments and in turn helping to reduce 60% of CO2 emissions.

The capsule collection will be available at Gucci boutiques and selected high-end opticians worldwide from October 2013.

