



FOR IMMEDIATE RELEASE

Jisco Eyewear launches full-titanium models in bright colours

The Barcelona-based eyewear brand will present the new collection at Silmo Paris.

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Jisco Eyewear SL will present at Silmo Paris 2017 his revolutionary full-titanium models including bright and daring colours. The Barcelona-based brand, whose trademarks are its vibrant colours, individual design and Mediterranean inspiration, enlarges in this way the full titanium family, which had been presented during Opti Munich 2017 and had been welcomed with great enthusiasm from customers and agents. All models will be distributed worldwide and available for purchase through the sales representatives and distributors in each country. The line is an absolute exclusive and fills a gap in the market with a revolutionary yet surprisingly wearable product.

“The design of our sandwich acetates and of our acetate-titanium combination frames is fully established now, so we felt it was time for us to try something new”, says co-founder and designer Jördis Neubauer. “We want to expand the Jisco concept to other product lines too and offer a more complete product palette to the opticians and the end customer, embracing a wider selection”.

“We stay true to our colour philosophy”, continues Neubauer; “Each of the models come in a set of six different colour options, including classic shades like black and maroon but also vibrant colours like turquoise and white, which perfectly match the slim lines of the design. We want to make it possible for everyone to wear colour and be at ease in it.” The design, from the high-quality nose pads to the gently curved acetate temples, to the perfectly shaped bridge, has been studied to the smallest detail and reflects the company's strive to perfection.

After the launch in 2012 Jisco immediately made a name for itself in the optical business thanks to the quality of its products. The latest collection makes no exception: 100% high quality, ultra-light frames with elegant details, thin lines and bold colours.

To learn more about the brand and the products contact Isa Simona at +34 931 760 053 or email, isa@jiscoeyewear.com, or visit the corporate website at www.jiscostyle.com.

About Jisco Style

Jisco Style is a global brand for quality unisex bags, optical frames and sunglasses. The Barcelona-based company defines itself through the vibrant colour palette and individual design, which reflect the brand's values typical of a Mediterranean lifestyle: taking time for the beautiful and important things in life like friendship and good times.



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modelli con finiture di altissima qualità, ultraleggere, dal design accattivante che include dettagli eleganti, linee sottili e colori originali.

Per saperne di più sulla marca ed i suoi prodotti è possibile contattare Isa Simona al +34 931 760 053 o per email a isa@jiscoeyewear.com, o visitare la pagina www.jiscostyle.com.

A proposito di Jisco Style

Jisco Style è un brand globale per borse ed accessori in pelle di qualità, montature ottiche ed occhiali da sole. La compagnia ha sede a Barcellona e si caratterizza per l'uso di colori brillanti e per il design individualista, che rispecchia i valori del marchio tipici dello stile di vita mediterraneo: prendersi il tempo per le cose più belle ed importanti della vita, come l'amicizia e la felicità.

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