

FASHION INTERPRETATIONS BY X-IDE®

A band of light illuminates lively decorations and easily recognized graphic images – these are the real performers in X-IDE's® new eyewear ad campaign. By means of a unique play of light and shade, combined with the high contrast between white and the black background, the product fully expresses its essentiality and relevance. Styles with **bold, decisive personalities** offer the ideal interpretation of design, style, and wit that characterizes this brand, in a tasteful, full-on fashion collection.

The eyewear presented in the campaign seems to have sprung straight from the drawing board and the genius of a fashion designer. So, it's no surprise the names of the new styles draw inspiration from the world of fabrics and yarn. Indeed, the X-IDE® product draws on the world of fashion and design, the universe that drives Italian trends and taste. In a word: **the world of creativity**. Hence, the creative touch of X-IDE® has produced an incredible new collection of 7 ophthalmic and 7 sunglass styles that embody the X-IDE® design and style to perfection in a tasteful and very fashion conscious collection.

The images of the new campaign target the most creatively extravagant representatives of this universe – where architects, stylists, musicians, and web-designers become the featured players in the graphics and, at the same time, turn out to be the most authentic audience for the campaign itself, and for the brand. Because X-IDE® is not simply a product. First and foremost, X-IDE® represents a bold identity that loves to have a good time, go to extremes and take up challenges every day. It's a way of being and appearing over-the-top and decidedly original, always looking for something a bit edgy, with sufficient wit to make life unique.

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