



Press Release

WILLIAM MORRIS LONDON ANNOUNCE NEW GOLD COLLECTION EYEWEAR LINE FOR SILMO

William Morris are proud to launch their latest new eyewear line - the William Morris London Gold Collection.

Nine exclusive styles have been carefully crafted to offer a suite of premium acetate styles that go through a special process to become higher in density compared to normal acetate.

Thin yet extremely durable; the collection has been created in a mix of mens, ladies and unisex styles.

The Gold collection has been developed from the desire to create a collection that offers high end, luxury acetate in retro inspired shapes with modern details,

exclusive barrel hole temple tips and all in some of the thinnest and most lightweight acetate seen to date.

The luxury collection is affordable and provides a real opportunity to offer premium styles made in high end materials without alienating customers and consumers alike.

The high density acetate on show requires no additional glazing technique and can be adjusted in exactly the same way as normal acetate styles.

Robert Morris - Founder and Creator said "Our new Gold Collection is a stunning high end set of style that is a personally tailored and based on my influences of retro, modern eyewear."

The new collection is due to be launched this Silmo 2017 in Paris.

ABOUT WILLIAM MORRIS LONDON

In 1996, Robert William Morris created William Morris London - an independent company with a very 'English' brand. The aim? To offer designer glasses to every audience, providing superb original designs with unrivaled quality and unparalleled customer service. From humble beginnings to what is today a successful global brand, William Morris are represented all over the world. As the market has grown, so have the collections, the designs, the point of sale and everything else that goes into making a brand that is embraced so fondly by everyone.

FOR MORE INFORMATION CONTACT US

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