



Luxottica have released details of the Burberry Autumn/Winter 2014 Trench Collection of sunglasses and optical frames, created specifically for travel retail in celebration of the new women's fragrance, My Burberry.

Designed in Britain, and made in Italy, the collection of hand-assembled frames 'underlines the brand's heritage in craftsmanship and innovation.'

Inspired by the iconic Burberry trench coat, the collection reflects many of its signature design details. Square, butterfly and cats-eye shaped sunglasses are crafted in horn-effect acetate, mirroring the buttons of the classic trench coat and the distinctive design of the My Burberry bottle cap.

Clear temples also echo the design of the My Burberry glass bottle, while check details are taken from the trench coat's instantly recognizable lining, used as a badge of origin since the 1920s.

The collection, with an RRP of €180 (\$221), also includes square-shaped opticals in horn-look acetate.



Under the creative direction of Christopher Bailey, Chief

Creative and Chief Executive Officer, the Trench Collection is featured as part of the Burberry A/W 2014 global media campaign.

Burberry Trench Collection at Luxottica

Shot by Mario Testino, the campaign features British models and actresses Cara Delevingne, Suki Waterhouse and Malaika Firth wearing the new Trench Collection eyewear with Autumn/Winter 2014 Burberry trench coats, the Colour Block Check Blanket Poncho and cashmere scarves.

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