

theo Mille welcomes 5 new millennials



Much has been written about who or what exactly the Millennials are supposed to be. Basically, the millennial generation refers to anyone born between the late 1970s and early 1990s. It was with this group in mind that theo created the Mille collection. Pared down forms in spectacular colours, with a typical theo twist, of course. The 4 new members of the family are the perfect complement to the collection and what's more, they're great for narrow faces and high dioptries.



Generation Y is none too fond of bells and whistles and they really prefer not to stand out. But that makes them all the more attuned to beauty. The new Mille glasses are young, and are not only well-balanced in form, but are highly ergonomic too. These frames look heavy, but the engineering of the inner structure gives them an original, thin edge and they stay lightweight. Since the **acetate** is extremely thin on the edges, it captures the light which brings out the transparency of the material, creating depth. Of course, this collection will appeal not only to the young generation, but to anyone who loves **pure form**.

Full-colour display

The beauty of this collection is not just in the form. The acetate material and the colours give an extra dimension to these frames. They combine matte and glossy acetate, **different colours** and even **unexpected textures**. It's up to the wearer to choose his or her favourite. We're all about diversity!

Hidden theo touch

There had to be a little theo twist in there somewhere, which is why we added a **colour accent** to the ear tip. The same colour appears on the front of the frames.

Millennial generation

Mille means 'thousand' in French, but it also stands for the 'millennials', aka Generation Y. This is the first generation to grow up in the new millennium. Members of this generation are said to be self-confident and critical, but also sociable and optimistic. They've grown up with all the benefits of information and communication technology and expect everything to move quickly. Mille is a perfect match for the trendy millennial.



Brand: theo
Series: Mille
Collection: Mille Quarante
Models: Mille+41, Mille+42, Mille+43, Mille+44, Mille+45
Design: In-house theo designer Serge Bracké
Material: acetate