

FERRARI EYEWEAR UPDATE COLLECTION 2007

Ferrari

OFFICIAL LICENSED PRODUCT

GRANTURISMO

MODENA CHALLENGE **FR27_FR28**

DROPSTAR **FR36_FR37**

ENZO **FR38_FR39**

MARANELLO **FR42_FR43**



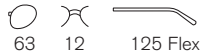
MODENA CHALLENGE **FR27_FR28**

MODENA CHALLENGE **FR27**

Metallo, muso-ponte e aste flex in fibra di carbonio
Metal, carbon fibre endpiece-top bar and flex hinge temples

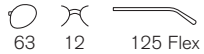
B5

Nero lucido,
lenti fumo
*Shiny black,
dark grey lenses*



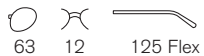
753

Palladio lucido,
lenti verde
*Shiny palladium,
green lenses*



731

Antracite lucido,
lenti marrone
*Shiny gunmetal,
brown lenses*



MODENA CHALLENGE **FR28**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

Metallo, muso-ponte e aste flex in fibra di carbonio
Metal, carbon fibre endpiece-top bar and flex hinge temples

B5

Nero lucido,
lenti fumo
*Shiny black,
dark grey lenses*

62 12 125 Flex



753

Palladio lucido,
lenti verde
*Shiny palladium,
green lenses*

62 12 125 Flex



731

Antracite lucido,
lenti marrone
*Shiny gunmetal,
brown lenses*

62 12 125 Flex





DROPSTAR **FR36_FR37**

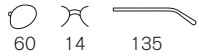
FERRARI EYEWEAR_UPDATE COLLECTION 2007

DROPSTAR **FR36**

Metallo, terminali in acetato
Metal, acetate temple tips

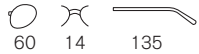
B5

Nero lucido e rilievi oro rosé,
lenti roviex polarizzanti,
*Shiny black with rose gold relieves,
polarized roviex lenses*



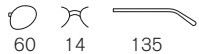
772

Oro endura lucido,
lenti marrone
*Shiny endura gold,
brown lenses*



F80

Rodio lucido,
lenti fumo blu
*Shiny rhodium,
dark grey blue lenses*



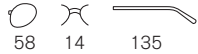
DROPSTAR **FR37**

Metallo/nylon, terminali in acetato
Metal/nylon, acetate temple tips

FERRARI EYEWEAR_UPDATE COLLECTION 2007

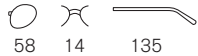
F90

Oro rosé lucido,
lenti marrone
*Shiny rose gold,
brown lenses*



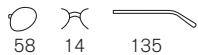
A36

Rutenio scuro lucido,
lenti verde
*Shiny dark ruthenium,
green lenses*



H58

Rodio lucido,
lenti fumo blu
*Shiny rhodium,
dark grey blue lenses*





ENZO **FR38_**FR39

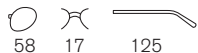
FERRARI EYEWEAR_UPDATE COLLECTION 2007

ENZO FR38

Metallo, parasudore rivestito in pelle, asta in gomma/pelle
Metal, leather sweatbar, temple covered with leather/rubber

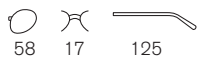
272

Palladio semilucido,
pelle e gomma nera,
lenti verde
*Semi-shiny palladium,
black leather and rubber,
green lenses*



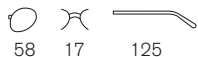
A41

Oro semilucido,
pelle marrone cuoio,
gomma nera,
lenti roviex polarizzanti
*Semi-shiny rose gold,
light brown leather,
black rubber,
polarized roviex lenses*



734

Marrone semilucido,
pelle bordeaux,
gomma nera,
lenti marrone
*Semi-shiny brown,
burgundy leather,
black rubber,
brown lenses*



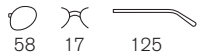
ENZO FR39

FERRARI EYEWEAR_UPDATE COLLECTION 2007

Metallo, parasudore rivestito in pelle, asta in gomma/pelle
Metal, leather sweatbar, temple covered with leather/rubber

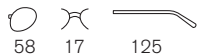
753

Palladio lucido,
pelle e gomma nera,
lenti fumo
*Shiny palladium,
black leather and rubber,
dark grey lenses*



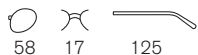
772

Oro rosé lucido,
pelle marrone cuoio,
gomma nera,
lenti verde
*Shiny rose gold,
light brown leather,
black rubber,
green lenses*



622

Antracite semilucido,
pelle bordeaux,
gomma nera,
lenti marrone
*Semi-shiny gunmetal,
burgundy leather,
black rubber
brown lenses*





MARANELLO **FR42_FR43**

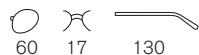
FERRARI EYEWEAR_UPDATE COLLECTION 2007

MARANELLO **FR42**

Acetato pantografato
Acetate

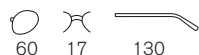
B5

Nero lucido,
inserto asta corno verde,
lenti roviex
*Shiny black,
green horn temple insert,
roviex lenses*



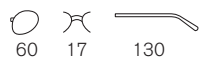
820

Avana scuro lucido,
inserto asta nero,
lenti verde
*Shiny dark havana,
black temple insert,
green lenses*



116

Avana chiara lucida,
inserto asta nero,
lenti fumo
*Shiny light havana,
black temple insert,
dark grey lenses*



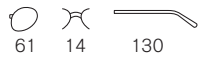
MARANELLO **FR43**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

Acetato pantografato
Acetate

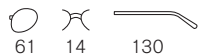
B5

Nero lucido,
inserto asta bordeaux,
lenti fumo
*Shiny black,
burgundy temple insert,
dark grey lenses*



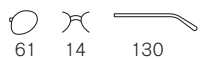
820

Avana scuro lucido,
inserto asta nero,
lenti marrone
*Shiny dark havana,
black temple insert,
brown lenses*



23

Avana effetto legno lucido,
inserto asta nero,
lenti verde
*Shiny wood effect havana,
black temple insert,
green lenses*



SCUDERIA

TEAM 2008 **FR30_FR31**

SUPERFAST **FR34_FR35**



TEAM 2008 **FR30_FR31**

TEAM 2008 **FR30**

Alluminio, atsa flex in fibra di carbonio, terminale iniettato
Aluminium, carbon fibre flex hinge temples, injected end tips

753

Argento lucido,
lenti fumo
*Shiny silver,
dark grey lenses*

68 11 120 Flex



731

Antracite satinato,
lenti fumo verde
*Satin gunmetal,
dark grey green lenses*

68 11 120 Flex



111

Blu sabbato,
lenti blu
*Sanded blue,
blue lenses*

68 11 120 Flex



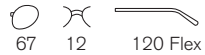
TEAM 2008 **FR31**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

Alluminio, atsa flex in fibra di carbonio, terminale iniettato
Aluminium, carbon fibre flex hinge temples, injected end tips

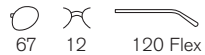
731

Antracite satinato,
lenti fumo verde
*Satin gunmetal,
dark grey green lenses*



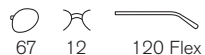
BR

Nero satinato,
lenti fumo
*Satin black,
dark grey lenses*



B19

Marrone satinato,
lenti marrone
*Satin brown,
brown lenses*





SUPERFAST **FR34_FR35**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

SUPERFAST **FR34**

Iniettato, barra/asta flex in metallo
Injected, metal top bar/flex hinge

BR

Nero gommato,
barra palladio lucido,
lenti fumo verde
*Black rubber effect,
shiny palladium top bar,
dark grey green lenses*

65 15 125 Flex



607

Roviex gommato,
barra arancio lucido,
lenti roviex
*Roviex rubber effect,
shiny orange top bar,
roviex lenses*

65 15 125 Flex



205

Bordeaux gommato,
barra antracite lucido,
lenti fumo blu polarizzanti
*Burgundy rubber effect,
shiny gunmetal top bar,
polarized dark grey blue lenses*

65 15 125 Flex



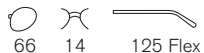
SUPERFAST **FR35**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

Iniettato, barra/asta flex in metallo
Injected, metal top bar/flex hinge

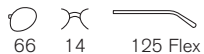
B5

Nero lucido,
barra palladio lucido,
lenti fumo
*Shiny black,
shiny palladium top bar,
dark grey lenses*



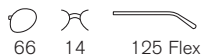
463

Avio blu semilucido,
barra rutenio chiaro lucido,
lenti fumo blu polarizzanti
*Semi-shiny avio blue,
shiny light ruthenium top bar,
polarized dark grey blue lenses*



R93

Marrone scuro lucido,
barra marrone scuro semilucido,
lenti marrone
*Shiny dark brown,
semi-shiny dark brown top bar
brown lenses*



POP **2007**

FERRARI EYEWEAR_UPDATE COLLECTION 2007

FERRARI EYEWEAR POP

AFR06PDISPLA3



AFR06PDISPLA3

Espositore da tre occhiali

Three piece display unit

Esposizione consigliata: 3 varianti colori dello stesso modello; 3 diversi modelli di occhiali da sole o da vista in acetato o in metallo.

Dimensioni: L. 575 x H. 280 x P. 120 mm.

Esposizione massima: tre occhiali.

Utilizzo: vetrine esterne od interne con esposizione ad un'altezza minima di 80 cm.

Recommended display concept: 3 colours of the same style; 3 different acetate/metal sunglasses or ophthalmic styles.

Dimensions: W. 575 x H. 280 x D. 120 mm.

Maximum exposure: three pieces of eyewear.

Use and location: external or internal windows with exposure at a minimum height of 80 cm.

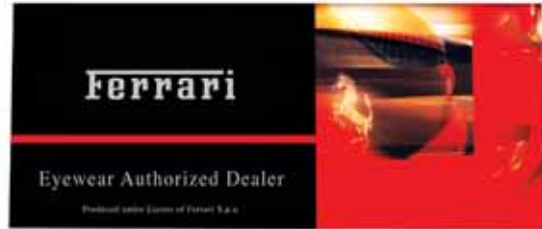
Indicazioni per la pulizia: utilizzare un prodotto multiuso per vetri e superfici lavabili (tipo vetril, crystal glass) ed un panno morbido di cotone, evitare assolutamente prodotti con contenuto di alcool.

Cleaning instructions: use a multipurpose product for glass and washable surfaces (like crystal glass) and a soft cotton cloth; please avoid products with alcohol content.

AFR06PDISPLA1



AFR06PPLAQUE0



AFR06PDISPLA1

**Espositore da un occhiale
Single piece display unit**

Esposizione consigliata:

l'esposizione di un solo occhiale, il più identificativo della collezione, per dare un chiaro messaggio del posizionamento della collezione. Evitare in ogni caso di esporre più di un occhiale!

Dimensioni: L. 350 x H. 160 x P. 115 mm.

Esposizione massima: un occhiale.

Utilizzo: vetrine esterne od interne con esposizione ad un'altezza minima di 80 cm.

Recommended display concept: the exposure of one single style, the most representative

of the collection, to communicate the correct positioning of the collection. Please do not display more than one style!

Dimensions: W. 350 x H. 160 x D. 115 mm.

Maximum exposure: one piece of eyewear.

Use and location: external or internal windows with exposure at a minimum height of 80 cm.

AFR06PPLAQUE0

**Targa "Rivenditore autorizzato"
"Authorized dealer" logo plaque**

La targa identifica il punto vendita come rivenditore autorizzato e la sua esposizione in abbinamento al materiale espositivo nella vetrina esterna è obbligatoria.

Dimensioni: L. 300 x H. 120 x P. 50 mm.

Utilizzo: vetrina esterna con esposizione ad un'altezza minima di 80 cm.

The logo plaque identifies the point of sale as an authorized dealer and it is compulsory to display it in the external window together with the POP material.

Dimensions: W. 300 x H. 120 x D. 50 mm.

Use and location: external window with exposure at a minimum height of 80 cm.

Indicazioni per la pulizia: utilizzare un prodotto multiuso per vetri e superfici lavabili (tipo vetril, crystal glass)

ed un panno morbido di cotone, evitare assolutamente prodotti con contenuto di alcool.

Cleaning instructions: use a multipurpose product for glass and washable surfaces (like crystal glass) and a soft cotton cloth; please avoid products with alcohol content.

FERRARI EYEWEAR POP

AFR07PCCHORBS



AFR07PCCHORBS
Cartello Vetrina Sole Large.
Sun Large Counter Card.

Mod. FR0025 Col. J63.
Dimensione: 800 x 400 mm

Mod. FR0025 Col. J63.
Dimensions: 800 x 400 mm

AFR07PCCHORMO



AFR07PCCHORMS



AFR07PCCHORMS
Cartello Vetrina Sole Medium.
Sun Medium Counter Card.

Mod. FR0025 Col. J63.
Dimensione: 400 x 200 mm

Mod. FR0025 Col. J63.
Dimensions: 400 x 200 mm

AFR07PCCHORMO
Cartello Vetrina Vista Medium.
Ophthalmic Frames Medium
Counter Card.

Mod. FR5001 Col. H98.
Dimensione: 400 x 200 mm

Mod. FR5001 Col. H98.
Dimensions: 400 x 200 mm



PACKAGING

Astuccio rigido e semi-rigido

Hard and Soft case

Astuccio rigido, declinato nelle versioni vista e base 6, realizzato in similpelle nera con il "cavallino Ferrari" in metallo e chiusura a calamita. Interno astuccio in materiale floccato nero con la scritta "Ferrari" stampata in rosso. Il packaging è completato da una pezzuola in microfibra nera con scritta "Ferrari" stampata a secco, effetto tono su tono.

Hard case for ophthalmic and sun styles base 6, in black imitation leather with metal "Ferrari horse" and magnetic closure. Inside in black flock material with "Ferrari" logo hot stamped in red colour. A black microfiber cloth with embossed "Ferrari" logo completes the packaging.

Astuccio semi-rigido, base 8, realizzato in similpelle nera con chiusura a bottone personalizzato con il "cavallino Ferrari" serigrafato effetto tono su tono. Interno astuccio in materiale floccato nero con la scritta "Ferrari" stampata in rosso.

Il packaging è completato da una pezzuola in microfibra nera con scritta "Ferrari" stampata a secco, effetto tono su tono.

Soft case for wrapping sun styles, in black imitation leather with customized button with silk screened "Ferrari horse" in light grey. Inside in black flock material with "Ferrari" logo hot stamped in red colour. A black microfiber cloth with embossed "Ferrari" logo completes the packaging.

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