



ULTRA LIMITED EXPLORES NEW SHAPES AND CONSTRUCTIONS AT SILMO PARIS 2026

Seven new optical and sunglass styles bring different proportions, acetate constructions and colour placements into the Ultra Limited design language

Ultra Limited's latest collection gives familiar eyewear shapes a fresh expression, moving from strong geometric structures to softer profiles. **Acetate layering and contrasting inserts** emphasise each silhouette, with colour concentrated along the lower rim, brow line or outer edges. This placement responds to the contours of each frame rather than following a single decorative formula across the range.

Among the new optical styles, model **ASOLO** introduces a masculine double-bridge construction with generous proportions and a strong architectural presence. Its broad front contrasts a solid upper section with multicoloured layers along the lower rim. Model **LERICI**, designed for women, takes a different approach to geometry: its squared front gains particular definition towards the outer edges, where acetate layers extend into the temples and give the frame a more pronounced lateral profile.

Two new models revisit the cat-eye through distinct proportions. Model **GORIZIA** has a sharper, more projected outer line, creating an angular and expressive silhouette, while model **PALMANOVA** works with a broader front and more substantial volumes. In both cases, contrasting acetate reinforces the outer contours, adding depth and chromatic variation to the upswept shape.

Model **MARATEA** offers an oval front and fluid proportions, a softer counterpoint to the collection's geometric designs. Patterned and transparent sections introduce subtle variations along the upper and outer contours without interrupting the rounded outline.

Completing the optical selection, model **GROTTAMMARE** combines **acetate and titanium** in a squared women's frame, adding a further material combination to the range.

The collection also includes **CHIOGGIA** sunglasses, a women's cat-eye style with a wide front and pronounced upper corners. Layered acetate gives particular definition to the brow line and adds visual depth to the sculptural front. Black, Havana, burgundy and blue-based colourways offer contrasting interpretations of the same shape.

The collection's variety comes as much from these material treatments as from the silhouettes themselves. Depending on their placement, colour accents can give greater definition to an edge or soften transitions across the frame. This relationship between colour and form gives the range a recognisable family resemblance without imposing the same treatment on every frame.

Italian craftsmanship underpins the collection, reflecting Ultra Limited's approach to acetate as both a structural and expressive material. The new styles will be presented in Paris this September, when the international eyewear community gathers for the 2026 edition of the show.

ABOUT ULTRA LIMITED

Ultra Limited was founded by the Italian firm 450 Srl in 2014. The eyewear brand started as an entrepreneurial project born from the expertise and know-how of four visionaries who proposed a new stylistic reference for the world of fashion and eyewear. With an immediately identifiable and recognisable style, the one-of-a-kind customisable products in the Ultra Limited collection today are characterised by the finest Italian craftsmanship and quality, and creative design ideas with colourful and expressive details and combinations. Popular with celebrity clients who love the unique style of their frames, Ultra Limited frames have been worn by Luca Argentero (actor), Sabrina Ferilli (actress), Renzo Arbore (actor), Gabriel Garko (actor), Gianni Morandi (singer) and Paolo Nutini (singer songwriter), and many other well-known faces.

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For further press information and interviews with the Founder, please contact press@thehivestudio.eu

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