

frost eyewear unveils next-generation virtual try-on

SiLMO 2026 - Craftmanship Hall 7- D 104



Sasbach, Germany – 09/2026

At SiLMO 2026, the world's leading eyewear exhibition, **frost** eyewear presents a breakthrough in digital eyewear experience. In collaboration with a Hamburg-based start-up, the independent German brand introduces a new virtual try-on system that brings unprecedented realism to online frame selection – bridging the gap between physical product and digital presentation.

For more than 30 years, **frost** eyewear has stood for expressive design, independent thinking and the courage to explore new paths. The new virtual try-on solution continues this tradition by translating the brand's design philosophy into a digital environment that feels natural, emotional and remarkably close to reality.

Unlike conventional systems, the frost eyewear solution operates with standard product photography, removing the need for complex 3D scans or specialised data production. Integrated directly into the brand's website and accessible without any app download, the application offers a seamless and scalable approach for future-facing eyewear retail.

Designed around human experience rather than technical spectacle, the system allows consumers to engage with frames intuitively and confidently – transforming digital interaction into a moment of connection between wearer and product.

With this innovation, frost eyewear reinforces its position as a design-driven brand that continuously explores how technology can enhance authenticity, creativity and individuality in eyewear.

PM Frost GmbH

Mättich 29A ■ 77880 Sasbach ■ Germany

Fon +49 7841 6031-0 ■ Fax +49 7841 6031-99

info@pm-frost.de ■ www.pm-frost.de ■ facebook.com/frosteeyewear

Pressekontakt / Press Contact

media@pm-frost.de



About **frost** eyewear

frost eyewear is an independent eyewear brand based in Germany and distributed worldwide. Produced in Germany, the brand has been creating distinctive frames for more than 30 years – growing from a passionate design studio into an internationally recognised name while staying true to its origins and its people.

Driven by curiosity, craftsmanship and authentic expression, **frost** eyewear designs eyewear that goes beyond function. Each collection reflects a commitment to individuality, strong character and thoughtful design – made for people who choose personality over conformity.

Rooted in family values and creative courage, the brand has always followed its own path rather than trends, continuing to evolve with a clear vision: to unite aesthetics, innovation and humanity in everything it does.



PM Frost GmbH

Mättich 29A ■ 77880 Sasbach ■ Germany

Fon +49 7841 6031-0 ■ Fax +49 7841 6031-99

info@pm-frost.de ■ www.pm-frost.de ■ facebook.com/frosteeyewear

Pressekontakt / Press Contact

media@pm-frost.de