

Mido preview for the 2009 Ferrari Formula One Team's official frames

The upcoming Mido – the world's foremost trade fair for eyewear, running from 6 to 9 March – will see the unveiling of the two new Ferrari models chosen by the elite Italian racing team for the 2009 motorsport season.

The big news this year is a frame made especially for the Ferrari team: the FR5044 model, sunglasses that are the very embodiment of industrial design—especially evident in the lines of the sides, made with an exclusive process that gives the steel great elasticity.

The visual impact it creates is utterly original, and right from the first look it gives a sensation of incredible lightness, enhanced by the frameless front.

These technical characteristics, together with the use of innovative materials and total comfort in the fit, make the FR5044 the ideal sunglasses for sports use.

And of course, no Ferrari accessory would be complete without the legendary black prancing horse on a yellow shield, emblazoned on the sides.

It might not be new, but its confirmation makes it a classic: this year's renewed choice of official sunglasses for the Ferrari team is the aerodynamic and functional FR45 model. The FR45 will be used in the Ferrari pits during the exciting 2009 Formula One World Championship Grand Prix.

The front has an aluminium bar supporting wide lenses, to prevent light from shining through at the sides. The sides, in bright ruthenium and red acetate, have a curvilinear shape that adapts perfectly to the profile of the wearer's face.

Here too the Ferrari horse and shield form the element that makes the frame truly special, with its discreet yet unmistakable touch.