

48

SPECIAL / UP-AND-COMING INDEPENDENT LABELS

СЪБИВГ \ ПЪ-ВИД-СОНИИГ ИНДЕБИДЕИЛ ГЪВЕГЪ



Zigzag from PM Frost



Colors from Reiz



Goins from Okia Optical

Autumn colour

At German label **PM Frost**, autumn has prompted new colour proposals, including "clashing combinations in carelessly strewn cartoon colours." Their collection focuses on the interaction between different worlds, showing how opposites can playfully attract each other. Highlights include ZigZag, an unconventional unsymmetrical design and Daytona, featuring "the curves and colours of everyday life."

Colour is also celebrated at the young trendy German label, **Reiz**, whose autumn offering includes the acetate range "Colors" and "the lovely animals" series, which experiments with the possibilities offered by cellulose acetate as a frame material. Each frame in this line has a three dimensional appearance, creating flowing shapes which intensify the play of colours.

**Modo's Tretorn Glasogon** collection displays a fun colour palette, and a selection of metal and plastic options. The subtle, clean and inviting frame designs are typical of this lifestyle label which was founded in Sweden.

From further afield

Independent labels from further afield are also gaining recognition. These include **Jono Hennessy** from Australia, Argentinian label, **Infini**, and **Spectacle Eyeworks** from Vancouver, B.C., Canada.

**Goins from Okia Optical Co.Ltd**, based in Hong Kong, is a men's brand inspired by retro products featuring frames that are designed to be full of character, paying attention to details, colours and finishing.

US label **SALT Optics** is an independent lifestyle company that creates premium American designed, Japanese handcrafted prescription optical frames and technical sunglasses for individuals with a unique sense of style. SALT is about timeless design, useful technology, uncompromising quality and the purest fit. "Our strategy was to build the SALT brand in the best independent optical boutiques in North America for three years before taking the business to Europe," says Taylor Whisenand, president of SALT. "We've experienced success in our home market and are confident we can deliver this same success to the best independent optical and sunglass boutiques in Europe looking for timeless design, amazing quality, and the purest fit in an independently styled eyewear brand."

Up-and-coming eyewear labels...

Company	Website
BLAC/Bellinger A/S	<a href="http://www.bellinger.dk">www.bellinger.dk</a>
CULT s.r.l.	<a href="http://www.cult-it.it">www.cult-it.it</a>
Derome Brenner	<a href="http://www.deromebrenner.com">www.deromebrenner.com</a>
Etnia Barcelona	<a href="http://www.etniabarcelona.com">www.etniabarcelona.com</a>
Eyevit	<a href="http://www.eyevit.com">www.eyevit.com</a>
Gaudi Concept/Optim	<a href="http://www.gaudiconcept.com">www.gaudiconcept.com</a>
Grotesque	<a href="http://www.grotesque-frame.de">www.grotesque-frame.de</a>
Horn-i	<a href="http://www.horn-i.com">www.horn-i.com</a>
INFINIT	<a href="http://www.infini.it">www.infini.it</a>
Italia Independent	<a href="http://www.italiaindependent.com">www.italiaindependent.com</a>
Italian Style Srl	<a href="http://www.italian-style.it/">www.italian-style.it/</a>
Jono Hennessy	<a href="http://www.jonohennessy.com">www.jonohennessy.com</a>
Kilsgaard	<a href="http://www.kilsgaard-eyewear.com">www.kilsgaard-eyewear.com</a>
Lunettes Link / LinkSkin Eyewear	<a href="http://www.linksin.com">www.linksin.com</a>
Martin & Martin	<a href="http://www.martinxmartin.de">www.martinxmartin.de</a>
Nico Design	<a href="http://www.nicodesign.it">www.nicodesign.it</a>
Tretorn / MODO	<a href="http://www.moda.com">www.moda.com</a>
MunicEyewear	<a href="http://www.municeyewear.com">www.municeyewear.com</a>
Ozona Occhiali	<a href="http://www.ozonaocchiali.com">www.ozonaocchiali.com</a>
Pierre Eyewear	<a href="http://www.pierre-eyewear.com">www.pierre-eyewear.com</a>
PM Frost GmbH	<a href="http://www.pm-frost.de">www.pm-frost.de</a>
QOINS - Okia Optical	<a href="http://www.okia.com">www.okia.com</a>
REIZ	<a href="http://www.reiz.net">www.reiz.net</a>
SALT Optics	<a href="http://www.saltoptics.com">www.saltoptics.com</a>
Spectacle Eyeworks	<a href="http://www.spec-eyeworks.com">www.spec-eyeworks.com</a>
TD Tom Davies	<a href="http://tdtomdavies.com">tdtomdavies.com</a>
URBAND / BUZZ	<a href="http://www.urband.com">www.urband.com</a>
XIDE/Imagine Eyewear	<a href="http://www.x-ide.it">www.x-ide.it</a>



Model from the Scorpion Anthology by Spectacle Eyeworks Inc.



Hathaway by SALT Optics

20/20 Europe

