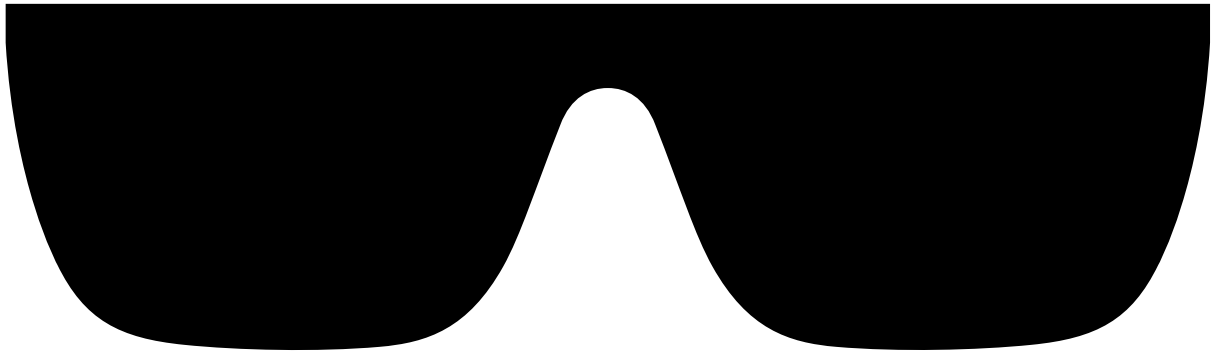


Kartell eyewear



KARTELL EYEWEAR PRESENTS THE NEW COLLECTION

Kartell has its eye on the summer season with an all-new vision. Kartell Eyewear expands its range with new fashion suggestions that embody the brand's signature style by offering it in shapes and colours that are completely in line with the latest trends. This continuous work of beauty, quality and design of which Kartell is an ambassador also finds its natural expression in sectors other than interiors, such as eyewear.

SQUAME

A constantly fascinating look at how we travel through objects. SQUAME reinvents the traditional materials of horn and tortoiseshell by transforming them into a new material. Whichever way you look at it, the light from the frame is refracted at a unique angle to make the object appear as a monochrome in contrasting tones.

ROBUSTA

The lines in the ROBUSTA collection have been streamlined and the character maximised. These are bold, sculpted and colourful frames that feature personalised metal detailing incorporated into the structure with defining lines sculpted into the edges in a harmonious match with the silhouette.

LAMINA

One + One = Three is one of the very first concepts in the Kartell Eyewear collection. The LAMINA series is expanded with a new look featuring two different but harmonious silhouettes merging to create a third one by overlapping and generating multi-dimensions depending on the angle of the light. The new LAMINA series therefore repropose its classic stylistic feature but expands it with new shapes.

INFLATABUBBLE

It's all in the name: classically cut silhouettes have been "inflated", giving them a whole new level of size. This series is round from every angle with no harsh edges, making it soft in the sunlight and feeling like a second skin on your face.

The Kartell Eyewear project debuted in 2022 and allows Kartell to express its identity through an accessory that epitomises its style and philosophy. The collection consists of a Main Collection and a Design Collection including sun and prescription eyewear. Rodolfo Dordoni, Ferruccio Laviani, Piero Lissoni and Fabio Novembre are the designers Kartell called upon to interpret the Design Collection to which each has brought his own personal vision that remains in keeping with Kartell's identity, by

adopting elements and materials that are part of its industrial design. Many of the materials are the focus of the glasses, as is the case with every Kartell collection. Here too, Kartell experiments with combinations, creating finishes with particular geometric effects and defining shapes and overlapping thicknesses that evoke the lines of the brand's most popular products.

DESIGN COLLECTION

The **Design Collection** has been expanded with **new models characterised by creativity and a strong styling impact** with which the four designers involved express their personality and design flair.

DADDY is the new creation by **Ferruccio Laviani** for Kartell Eyewear: an ode to the free spirit of the '80s and its aesthetics in the constant pursuit of beauty, the realisation of one's dreams and success. An accessory that brings to mind a great season of style and elegance and reinvents its need to be charmed and guided by beauty. **DADDY** joins **SEGMENTI**, a collection inspired by a personal idea of creativity and hallmarked by a refined soft touch finish that, by virtue of its injection moulding, is simple, extremely lightweight and timeless in design.

Piero Lissoni expands his range with **EYELINER RONDÒ**, a pair of glasses designed with a nod to pop aesthetics and the swinging Sixties. The special feature of this model is the contrasting effect provided by the tortoiseshell finish in which the lighter and darker shades vary from the front piece to the temples, creating a striking game of overlaps.

EYELINER by Piero Lissoni is a simple and lightweight colourful line that contours the eyes and frames the gaze, accentuating it with eye-catching colours.

The new **TV K** model by **Fabio Novembre** refers to the flow of images that flit before our eyes on a daily basis. A wholly personal channel, a unique point of view on things, an ongoing series that coincides with the act of wearing them. The generous dimension assumes an almost total immersion, a unique way of looking at the world and at the same time telling your story. **TV K** joins **SHIELD** and **LINE K**, inspired by the shapes of the mirrors created by Anna Castelli Ferrieri, which use colour to play with combinations of frames and lenses with a tone-on-tone effect.

Rodolfo Dordoni has also updated his range with **K-SUN**. The model joins those for men and women in the **LOO-K** collection, whose very name suggests rounded and sinuous shapes that follow the face thanks to contrasting materials and colours, inspired by classic tradition but nevertheless with a highly distinctive look.

For further informations:

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