

November / Novembre 2016

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**RETRO  
VINTAGE**

**Smart Contact Lenses / Lentilles cornéennes intelligentes**

**Toward a Multicultural Practice / Vers une pratique multiculturelle**

**Vision Expo West and Silmo Paris Trade Shows / Les salons Vision Expo West et Silmo Paris**

**Luxottica** is also surfing the nostalgia wave. With its special edition Persol Calligrapher collection, fine craftsmanship meets the art of calligraphy. These retro models keep the past present with Metflecto – the flexible stem system that put Persol on the map by adapting to the unique shape of every face – and the iconic arrow logo, inspired by the spear of an ancient warrior, which adorns the temples and “brands” the frame.



Luxottica

**Serengeti** is diving back into nostalgia by creating new versions of its older sunglasses. Remember Serengeti Wicket, those iconic 80s sunglasses? Well, last year, Serengeti reintroduced the model with its Leric version. While the technology and materials may differ from the original model, the metal bridge system hasn't aged a bit!



Serengeti

### The Beauty of an Inspirational Past

**Ogi Eyewear** founder and designer David Spencer believes designers like retro eyewear for a couple of reasons: first, they are beautiful, and, second, “as an artist, you are a member of a lineage and it's important to acknowledge what came before you. For consumers, especially the older ones, vintage-inspired styles might summon fond memories of a bygone era. Younger consumers, on the other hand, are drawn to the sophistication of retro eyewear fashion.”



Ogi Eyewear

According to Beverly Suliteanu, “the retro or vintage trend continues to be popular as designers have found new ways to re-interpret these looks. Cat-eye and round shapes continue to evolve while profiles fluctuate between ultra-thin metals and acetate to heavy and chunky silhouettes.” **FYSH**'s highly inspired models are a great example.

**Etnia Barcelona's** Vintage collection also pays homage to retro eyewear. Its designers even went so far as to use original acetates from the 70s, which they got straight from Mazzucheli's warehouse. The mineral glasses were also created in those same years by Barberini in their Italian factory! Not that this has kept Etnia Barcelona's team from reinterpreting its retro products. The Kitsilano model is directly inspired from the mood that reigned in this Vancouver neighbourhood.

### La beauté d'un passé qui inspire

David Spencer, fondateur et *designer* chez **Ogi Eyewear**, explique que les *designers* aiment les montures rétro parce qu'elles sont tout simplement belles: « Et puis, en tant qu'artistes, nous sommes dans la lignée et il est important de reconnaître ce qui a été créé dans le passé. Pour les plus âgés des consommateurs, ces montures évoquent les bons souvenirs alors que les plus jeunes sont attirés par la sophistication de la mode rétro. »

Et selon Beverly Suliteanu, « la tendance rétro et *vintage* continue d'être populaire parce que les *designers* ont trouvé des moyens pour réinterpréter cette inspiration. Œil de chat ou formes rondes poursuivent leur évolution pendant que les montures oscillent entre des cadres de métal très fin et de l'acétate à des silhouettes plus lourdes et épaisses ». **FYSH** propose d'ailleurs des modèles très inspirés !



FYSH