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NEW ARRIVALS

IN THE MODERN EYEWEAR INDUSTRY, THE UP-AND-COMING BRANDS AND DESIGNERS ARE PACKING A PUNCH, FUELLED BY CREATIVE PASSION, INNOVATION AND NEW PERSPECTIVES ON THE FRAME...

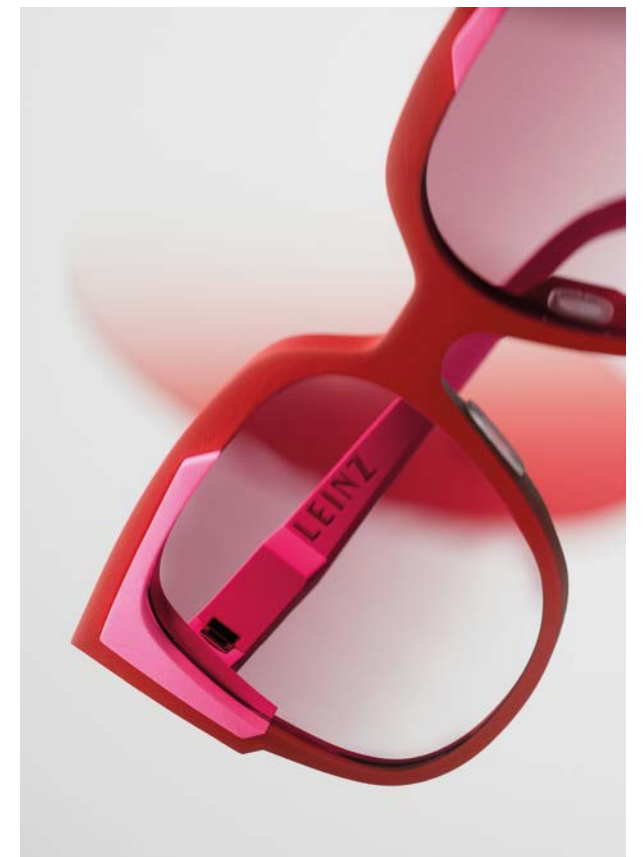
By Clodagh Norton

An alternative design language. Creative perspectives on colour. Innovation without restraint. As Autumn arrives, the launch of the new collections provides ample opportunity for inspiration, across categories of eyewear. A wave of creatives and designers are responding to our complex, ever-changing desires, with bold and ingenious concepts and creations where materiality, colour codes and eyewear structure are always meticulously combined.

BERLIN'S EMERGING FEMALE DESIGNER: BEATE LEINZ

Inspired by the bright colours of the trends for 2024, Beate Leinz's new collection, showing this month at Silmo in Paris, features large-format shapes as well as classic shapes in fresh pink combined with warm red, or radiant yellow with powdery pink. Leinz has paid particular attention to the sensual aesthetic of the colour pairings. "Two colours usually appear in the front of the glasses at LEINZ Eyewear", she explains, "thanks to the refined plug-in connection with which the temples engage in the front. The matte surface of the 3D printed glasses softens the colour intensity and makes the shapes appear softer. Refined details are accentuated by contrasts with a yet playful approach to sensual colours."

The young label LEINZ Eyewear was recognised in 2022 with the first Opti box Award at the German trade fair, Opti Munich. Beate Leinz attributes winning the award to her wealth of



Leinz Eyewear LZ017 in a bold pink and red combination

experience as a designer for Prada and Yohji Yamamoto, among others. She now enjoys letting her own feelings and ideas flow into her own creations.

leinzeyewear.de

LEINZ EYEWEAR COOL EDITION WITH GUILLAUME LARQUEMAIN

Beate Leinz of LEINZ Eyewear explores the possibilities of 3D printing. A collaboration with Parisian fashion designer Guillaume Larquemain (www.byguim.com) inspired the matt surface of the glasses which features shiny irregular patterns inspired by the fashion label's signature apple skin pattern – also used for their new SEED bag. The special feature underlines the high quality of the models which appeared on the catwalk in NYC. The special edition will launch at SILMO Paris. Leinzeyewear.de
Photography from Byguim.com