

TRENDS FEATURE



Clockwise, from top left:
Imperator by Rolf; accessory and frame from Derome Brenner;
sunglass model BioEyes BE584 Fly Sun from Pramaor

developing its own techniques and solutions for producing eyewear, and has also created a new hinge solution using compacted wood which is described as being both "screwless and maintenance-free".

Material gains

Quality materials and quality production are also a key preoccupation at the Italian company Pramaor, which has been specialising in the production of metal frames since the 1970s, and has unique experience of working with titanium. More recently, the company has created its own labels, BioEyes and Blackfin, titanium ranges which are designed to combine traditional values such as high quality with new focus on production techniques and creativity. The Blackfin sunglass range features ultra-light titanium; each front is created in pure titanium, combined with extremely thin beta titanium temples, available in three colours. Pramaor's Bioeyes sunglass collection concentrates similarly on the finest processing of the product and careful attention to detail. According to Nicola del Din of Pramaor, "Our high-tech production and

artisan finishing means we can create extremely elegant frames which are light and easy-to-wear."

The creative potential of quality materials is also a key focus at the French company Derome Brenner, which specialises in handmade frames and accessories made from high quality cellulose acetate, featuring luxury details in materials like sterling silver, horn and gold. Designers Xavier Derome and Aurelia Brenner, who were also awarded a Silmo d'Or in 2009 for frame style Harlem, launched their label in 2004 following success in the mastery of a variety of production techniques for cellulose acetate which has earned them a reputation among some of the most famous international fashion houses. "Acetate, thanks to its natural origin is a warm and sensual material," explain the designers. "The stratification technique using different acetate sheets creates a *millefeuille* that stimulates our taste with its nuances, transparencies and geometric shapes. By working on the different volumes of a frame, the nose and the temples, the inside and outside surfaces, we aim to create an object which is extremely well defined by fine details and sculptural and graphic dimensions."