

lafont.

— la gazette —

genie: focus
on a family legend



Iconic glasses designed in the 80's the Genie has impacted generations of opticians.

In 1980 Laurence Lafont created an inimitable silhouette adored by both men and women.

Designed in several sizes and a multitude of colors (over 60 hues), the Genie saw major success with its launch and propelled the Lafont brand name to popularity amongst opticians and consumers alike.

Since its debut the Genie has sold over 1 million units worldwide between 1980-1987, making the frame a historic best-seller for the optical fashion house.

Thin and light, this pantos is still the symbol of the brand.

genie:
a tribute to the past

Yesterday's success marked by today's reinvention. Lafont reinvents the classic silhouette with modern day appeal.



The iconic P3 design is now remastered by Thomas Lafont in a dozen colors ranging from translucent neutrals, soft pastels and vibrant shades of blue, red and green.

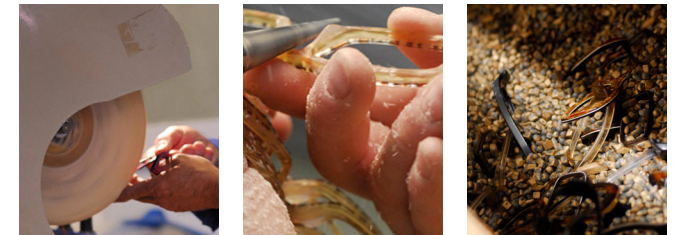
With a vast array of colors, the Genie is a personalized fashion accessory that complements every style.



The silhouette appeals to both men and women alike, and transcends all generations. This new offering is already a fashion staple for both opticians and consumers around the globe.

Lafont family.

made in france
and ofg products



Since 1973, the excellence of the Lafont brand has been built on the know-how and craftsmanship from a factory in the Jura region owned by the Thierry Family. Additionally, 80% of the colors in the Lafont acetate and metal collection are absolutely exclusive thanks to the creation of original patterns and colors of the in house design studio. Historically Lafont is represented as a creative and qualitative brand with a majority of the products hand crafted in France.

OFG products

Design expertise and expert craftsmanship are important cornerstones of the Lafont brand. These values are upheld with the long standing commitment Lafont shares with the Thierry family and their factory in Jura.

Since the inception of the brand Lafont has chosen to work directly with the French manufacturer, as a result a majority of Lafont's products are OFG accredited, or "Origin Guaranteed France". This accreditation certifies Lafont frames are truly made in France and in turn gives the optician and Lafont fan clear information on the origins of the product.

