

lafont.

— la gazette —

La Fayette Escadrille and Lafont

Inspired by the collaboration with the French Airforce and the Special Edition La Fayette frame, Lafont releases a new SOCRATE sunglass with an array of colors and polarized lenses.



The year was 1916 and the United States had yet to officially enter World War I. Despite this, a handful of young ambitious American pilots wanted to show their commitment to the French, in defense of the values that both countries held dear.

A squadron consisting entirely of American volunteers was organized to lend support to the French Army. The La Fayette squadron made its debut in 1916, named after the Marquis de La Fayette, a French hero of the US War of Independence and an appropriate symbol of friendship between the two countries.

The squadron's insignia was the head of Sioux Indian Chief, symbolizing strength and courage. The unit fought in every battle of the war, and notably the battle of Verdun one of the longest and costliest battles in history.

Upon entry into WWI the United States pilots from the La Fayette squadron were incorporated into

the US Army and served as the first fighter pilots of America which eventually became the US Air Force. By the end of the war, 267 American pilots had served in the La Fayette Flying Group.

To commemorate the 100th anniversary the Lafont Studio took special consideration to the needs of the pilots who sought a lightweight, ergonomic sunglass suitable for daily use. The result pays tribute to the squadron's insignia and traditions, featuring the Sioux head laser engraved on the lenses. Now available for consumers the SOCRATE sunglasses is available in four colorways and polarized lenses.

Lafont Museum

The Lafont Museum is a collection of frames and sunglasses personally curated by Laurence and Philippe Lafont. The couple brought together vintage frames purchased from their various travels, as well as styles from the 50's and 60's sold in the original rue Vignon boutique.



The unique selection compromises of over 300 styles from various decades and countries.

The Lafont house – who respects and defends craftsmanship values – wanted to share the collections as an expression of diversity and originality within optical. Each of the Lafont boutiques showcases part

of this collection, with different decades highlighted at each shop.

the Reedition collection: the DNA of the brand

The Reedition collection has been the DNA of the brand since 1923, taking inspiration from vintage styles and adding contemporary twists to the designs.



Cat-eye and round silhouettes hit high marks in the Reedition collection with a wide range of hues and vintage details such as rivets and key-hole bridges. Each style is an expression of French spectacle manufacturing and tradition.

The landmark models of the Reedition collection are the famous GENIE, SOCRATE and JUPITER frames.

Lafont wishes you a Happy New Year, with a fabulous pair of frames!