

# lafont.

— la gazette —

## Reedition celebrates Paris

Last month Thomas Lafont premiered the new Spring & Summer 2018 collection at SILMO Paris! This season the House of Lafont focused on stylistic independence and creativity for their latest offerings. The classic Lafont Reedition campaign sets the tone.



Celebrating the charm and atmosphere of the city of Paris, the collection highlights expertise and craftsmanship through linocut inspired designs.

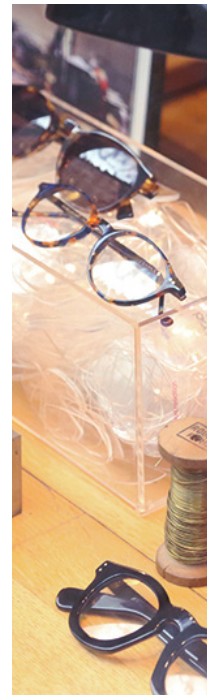
The blue, white and red tones pay homage to Lafont's commitment to French manufacturing. The French spirit and inspiration are reflected in all of Lafont's products.

Special attention was paid to shapes through round variations, especially in metal. Inspired by the literary café, the new collection features names such as Book, Beckett, Baudelaire or Bouquin! Classically inspired and executed with modern day materials, the round collection is all labelled OFG certified.

## Boutique windows

Lafont's commitment to high-end craftsmanship and French manufacturing is visually reflected in all of the boutique window displays. For an entire month the Lafont boutiques highlighted frame manufacturing, displaying the steps and raw materials for the production of just one pair of glasses.

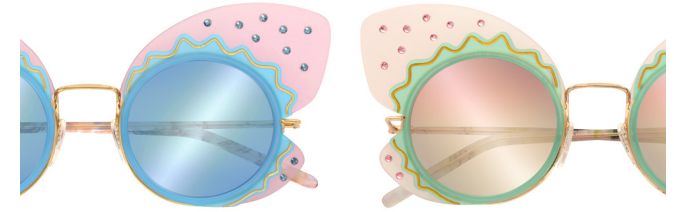
Visit the Paris boutiques for a behind the scenes look.



## Limited-Edition sunglasses

This season Thomas Lafont introduced three Limited-Edition Sunglasses. Round silhouettes are stunningly accented with bold colors and designs. EMPIRE STATE and PAPILLON come together as eye catching sunglasses inspired by whimsy.

**Papillon – Dainty and sweet a new feminine frame.**



This season marks the return of the iconic butterfly silhouette.

PAPILLON is anything but basic, with meticulous details and a whimsical combination of metal and acetate with resin inserts.

Swarovski crystals are expertly hand placed to bring even more glam to this fantasy frame.

Flash mirrored lenses give the style fresh feminine appeal. The sunglass features soft pastel tones and is available in two colorways, winter-green and nude or powdery pink with blue hues.

**Empire State - Charmingly vivid and bold**



The bold EMPIRE STATE is inspired by 1930's graphical architecture of New York City. Thomas Lafont's design pays tribute to the seamless blend of glass and steel of NYC skyscrapers.

EMPIRE STATE creates a refined and elegant atmosphere with jet black and gold accents. Flash mirrored lenses bring a touch of drama to this distinctive frame.