



## Trade Shows

The fall season marked the return of trade shows around the world! Lafont had the opportunity to reunite with our partners and present the new collections. We had the pleasure to welcome you to Paris, Las Vegas, Moscow, Florence, Tokyo and Brussels during Silmo, DaTE, Vision Expo, IOFT, and many more! Thank you to those in attendance.

## Debut of Spring/Summer 2022 collection

This Spring / Summer 2022 collection marks the beginning of a new artistic chapter for Maison Lafont. There is rich and committed creativity for this new season. Rich in a graphic movement, inspired by Sonia Delaunay through her special relationship with color and its harmonious contrasts. Her artistic language and ability to explore different media inspired me.

Issy & LA perfectly illustrates this inspiration, with the association of new bold colors and lively shapes. In Reedition, men take the spotlight with new metal concepts adding color and character to each design.

Lafont Paris is also enriched with creative and colorful offerings: a color for everyone, an expression of our Parisian culture.



The eco-friendly INOUIE is a Limited Edition Design, available only at trade shows.

## Lafont's Eco-Friendly Commitment



Lafont is committed to applying our expertise to forge a path to a sustainable, eco-friendly future. Designing colors and models with little impact on the planet becomes first and foremost a necessity.

Lafont's commitment to sustainability is at the heart of the new Spring/Summer 2022 collection. Lafont has integrated an eco-responsible approach in its creative studio, by combining it with the brand's eyewear expertise.

## Creative upcycling by Lafont

Creative upcycling is illustrated by the new, Limited-Edition INOUIE. This technique used to craft the frame combines both recycled acetate with bio-acetate. The two materials undergo a thermofusion process that yields a distinct, bright results. Thomas Lafont artistically innovated three new color offerings.

## Lafont's commitment to the future

Designed to be safe and eco-responsible, the new designs are offered for children 6 months to 12 years. The new children's frames contain no phthalates, are bio-sourced, eco-responsible, biodegradable, and recyclable!

