



Press Release

## Mid-century modern

Urban retro chic with the new Lunor C1



Design greats such as the architect Florence Knoll, the couple Charles and Ray Eames or the artist Harry Bertoia had something in common: Striving for timeless design true to the motto "form follows function". With fine lines, organic shapes, and muted colors, the mid-century modern style took hold in the second third of the last century, fascinating to this day. Lunor is reviving the zeitgeist of the time with its new C1 line now, translating this style-forming retro chic into the 21<sup>st</sup> century. Expressive acetate, combined with fine titanium details, gives this frame an urban look that is both avant-garde and modern despite being homage to times gone by.

### **Organic, geometric, minimalistic: A timeless style that lasts**

It is due to the clear design and successful play with opposites that the mid-century modern style has not lost any of its charm to this day. Curvy and streamlined design meets urban materials such as acrylic and aluminum; geometric designs are

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combined with natural materials such as leather and wood; emphasis of primary colors and earthy tones or black and white contrasts perfectly complement each other. Definitely doing without scrolls and decorations. The design team at the spectacles manufacturer Lunor also acts according to this principle and launches a clean frame with its new C1 line that brings the two materials acetate and titanium into an elegant line.

### **The Lunor C1 – characteristic elegance with an edge**

The spectacles producers from the Black-Forest town of Bad Liebenzell have a very special output with their C1 – the elaborate design of the profile in combination with a high-contrast material mix makes this frame an extravagant must-have for design fans. The Lunor stub design, being the filigree starting point of the temple with curved shape on both sides, is an absolute specialty. In addition, the clear line of the acetate gives a strong impression to the front highlighting the eyebrow area, and giving the C1 its style-forming character. The detailed outlines made of titanium give the model a balanced lightness, created by a fine rim around the eyes, and line details on bridge and temples.

The Lunor C1 is manufactured by experienced spectacles producers by hand under fair conditions in a small prefecture in Japan. The unisex frame is available in two panto shapes, an anatomic and an octagon shape as well as in the color combinations antique silver and black, antique gold and brown, and rose gold and havana – picking up the color feeling of that time.



# *Lunor*

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C1 01 AG  
Material: Titanium  
and acetate  
Color: Antique  
Gold



C1 01 AS  
Material: Titanium  
and acetate  
Color: Antique  
Silver



C1 01 RGS  
Material: Titanium  
and acetate  
Color: Rose Gold



C1 02 AG  
Material: Titanium  
and acetate  
Color: Antique  
Gold



C1 02 AS  
Material: Titanium  
and acetate  
Color: Antique  
Silver

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C1 02 RGS  
Material: Titanium  
and acetate  
Color: Rose Gold



C1 03 AG  
Material: Titanium  
and acetate  
Color: Antique  
Gold



C1 03 AS  
Material: Titanium  
and acetate  
Color: Antique  
Silver



C1 03 RGS  
Material: Titanium  
and acetate  
Color: Rose Gold



C1 04 AG  
Material: Titanium  
and acetate  
Color: Antique  
Gold

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C1 04 AS  
Material: Titanium  
and acetate  
Color: Antique  
Silver



C1 04 RGS  
Material: Titanium  
and acetate  
Color: Rose Gold

### About Lunor

Lunor AG is appreciated by spectacles aficionados as a manufacturer of quality. In this, understatement not only characterizes the design of the brand but is also the unspoken mission statement of the company. As a highly specialized glasses manufacturer with an extensive range, Lunor has been producing German-made vintage glasses for over 25 years, gaining international appreciation in the process.

Stars such as Daniel Craig, Johnny Depp, Meg Ryan and Uma Thurman have all been seen in their Lunor glasses. Apple founder Steve Jobs was also a big fan of the German premium brand. The rimless glasses that he wore without fail for 14 years originated with Lunor, advancing from a niche model to achieve cult status.

The collection also includes antique-looking metal rims, titanium frames, sunglasses and a broad range of acetate frames in retro design. The creation of each frame requires up to 200 individual steps. This attention to detail is appreciated worldwide. Markets with the strongest sales include the US, South Korea, France and Japan. Further information can be found at [www.lunor.com](http://www.lunor.com) or at the contact details below.

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