



Press Release

## **Extravagant transparency**

Translucent acetate shades broaden the A11 Lunor line



Transparency as everlasting trend: fashion cannot be imagined without see-through looks anymore. Whether on the catwalks of big brands or on the streets of fashion megacities: trend pieces made of lace, organza, tulle, and mesh have long become absolute must-haves. Lunor picks up this see-through style with its most recent expansion of its modern A11 line, and combines the translucent designs with the color trends of the hour.

Twice a year, the Pantone Color Institute chooses the colors of the coming season in its Fashion Color Trend Report. The trendiest colors for 2021/2022 are soft pink, bright blue, and rich green. So, Lunor has shown best color flair with its new Havana shades of the A11, and launches urban eye-catchers with these transparent frames that shine in new splendor depending on the incidence of light.

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# Lunor

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This line characterized by urban understatement gets exciting additions with variants in Havana Blue, Havana Rose, and Havana Green. The translucent and colored acetate breaks up the deep black of the frame with a natural pattern that emphasizes the individuality of its wearer with style. The combination of big shapes and a narrow spectacle rim make the A11 a popular evergreen in the Lunor portfolio. This line is young, timeless, setting a style and convincing with its multi-faceted color range, and the characteristic Lunor quality standard.



These acetate frames are hand-made in Germany, and come with the Lunor rivet hinge that is not just a sign of quality but also a signature feature of the Black-Forest spectacles manufacture. The well-shaped keyhole bridge provides a perfect fit on one's nose. The A11 is expanded by a panto shape and an anatomic shape in all three shades now. There are an octagonal and a square shape in Havana Blue and Havana Green, and a cat-eye frame is available in Havana Blue and Havana Rose.

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A11 451 57  
Material: Acetate  
Color: Havana Blue



A11 451 58  
Material: Acetate  
Color: Havana Rose



A11 451 59  
Material: Acetate  
Color: Havana  
Green



A11 452 57  
Material: Acetate  
Color: Havana Blue



A11 452 58  
Material: Acetate  
Color: Havana Rose

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A11 452 59  
Material: Acetate  
Color: Havana  
Green



A11 453 57  
Material: Acetate  
Color: Havana Blue



A11 453 59  
Material: Acetate  
Color: Havana  
Green



A11 455 57  
Material: Acetate  
Color: Havana Blue



A11 455 59  
Material: Acetate  
Color: Havana  
Green

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A11 456 57  
Material: Acetate  
Color: Havana Blue



A11 456 58  
Material: Acetate  
Color: Havana Rose

### 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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