

# Lunor

Press Release

## **Modern vintage chic and new colors**

Lunor presents its new fall products



2021 has been a very special year for Lunor, not just because of the challenges of the corona pandemic. This year already started brilliantly! The spectacles manufacturer from the Northern Black Forest celebrated its 30<sup>th</sup> anniversary. However, neither the celebrations of the big day of the family-owned manufacture nor the pandemic conditions were able to prevent the team around CEO and head designer Michael Fux from designing new models, and giving existing collections even more variety with dynamic colors and elegant shapes. With the C1 line, Lunor dedicates a whole line to the mid-century modern style, the A11 shines in translucent shades this fall, the M9 is supplemented with a bicolor look, and an enlarged color and shape variety makes the A5 model as individual as its wearers.

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## **The new retro line C1 in mid-century modern style**



The art and design scene cannot be imagined without it to this day: the mid-century modern style. Established by designers and architects such as Max Bill, and Ray and Charles Eames in the 50s and 60s, this trend from the last century has survived to this day. A clear styling, streamlined details, curvy design and use of urban materials such as synthetic material and aluminum give a play of opposites that Lunor translates to the here and now with its new C1 line. The clean frame not only brings the two materials acetate and titanium into a perfect line, it also convinces with high-quality details like a special stub design at the temples.

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## **Colorful transparency - the A11 line is expanded by translucent shades**



Soft pink, bright blue, or rich green – these are the definite trend colors of the coming season. According to the Pantone Color Institute, which announces the color trends in its “Fashion Color Trend Report” every six months, 2021/2022 is characterized by the perfect balance of strong colors and quiet shades. Lunor also demonstrates an excellent feel for new trend colors and expands its A11 line with the variants Havana Blue, Havana Pink, and Havana Green. What is special about that: The color pattern is slightly transparent making the frame a particular eyecatcher with a unique play of colors in sunlight. So, the elegant line gets exciting additions with stylishly unobtrusive silhouettes in characteristic Lunor quality. Extravagant details such as keyhole or saddle bridge and double rivets round off the design, which is available in panto, round, anatomic, and square shapes.

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## Think Bicolor: The M9 gets an addition in bicolor look



Why go for one color if you can also have two? That is what Lunor thought with their latest interpretation of the M9 collection. This frame looks as if drawn from a line and is supplemented with striking color combinations now. The bicolor look of the metal frame is created using an extremely elaborate process and makes the titanium at the rim around the eyes shine in rich brown, green, or blue. Despite its new colorfulness, the collection remains timeless and minimalistic while flattering many face shapes.

Important details such as the flexible pads and ergonomically shaped temples are not missing, of course.

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## **Individual and iconic: The new colors and shapes of the A5**



Individuality is the keyword! It is time to implement one's own style with unusual designs or exciting colors. What better way than with the Lunor A5? Design fans are guaranteed to find a matching companion from more than one hundred color and shape combinations. On top of that, Lunor expands this line by additional colors this fall, among them a bright light blue, a transparent berry shade, and a matt havana variant. Furthermore, a big panto shape completes the portfolio. What all models have in common is their balanced design language and highest quality craftsmanship. The A5 has been firmly established in the Lunor range for more than 20 years; and has long since developed into a steady seller.

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### **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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