



## WOODEN FRAMES

EINSTOFFEN CLASSICS

Nature acts as a co-designer in each pair of wooden glasses we create. We love the playful interaction between different colors, grains and textures in nature. The beauty of wood as an original material is stunning. Each frame is as unique as the person who wears it.

To give the product the attention it deserves, each of our frames is hand-made. More than twenty layers of veneer provide for extraordinary stability.

EINSTOFFEN started with wood, and we still pour our hearts and souls into these frames.



#5588



#5412



## DANCING IN THE DARK

We all know the good old Springsteen classic referenced in the title of our fall collection. But it was this year's summer, as we've all lived it - the Summer That Wasn't, you might say - that mainly inspired the name. In that respect, we might have called it Dancing in the Dark... Times. In a pervasively gloomy period that has at times felt a lot like perpetual crisis, we're ready to take some concentrated doses of joie de vivre wherever we can.

And so that's how the new collection feels. Smells, tastes, wanderlust, celebration - and colors that pop - everywhere. The shapes are a bit rounder and more harmonious - but with clear edges and our new «E-Temples» providing added stability. This year, EINSTOFFEN won a German Brand Award. This surely sent us into our new design season with plenty of confidence - confidence that you'll find reflected in increasingly dynamic lines. A whopping sixty-two new pairs of glasses are waiting for you to discover them.

Autumns are often all about gentle temperatures and golden sunsets, bonfires, sweaters, and ciders. This one calls for something different. Let's get a little loud and bright in autumn instead. Let's dance. Remember the title: even if it gets dark, we won't stop dancing.



DANCING IN  
THE DARK

EINSTOFFEN

SWITZERLAND



## UNCHAINED SINCE 2008

At EINSTOFFEN, we do not like being put in a box. We create what we feel like, when we feel like. Since we founded the brand in 2008, we have been driven by two unstoppable forces: freedom and independence. Instead of jumping into the hamster wheel for a predictable career, we preferred the activity of «EINSTOFFEN»: equipping people with our own stuff or cloth...

Currently, we create eyewear and fashion for independent human beings with minds of their own - kindred spirits, so to speak. Our customers are environmentally conscious, sure, but they're also the type to enjoy what life has to offer, and laugh at it all a bit too. We exclusively design our products in Switzerland and we like to use unusual materials or incorporate extravagant details. But that could change tomorrow. As said: we do not like being boxed in...

Furthermore, independence ranks among our top criteria when it comes to our partners. When it comes to our correction frames, we work exclusively with independent opticians throughout Europe. Needless to say, we also pay close attention to fairness and sustainability with regard to our suppliers. We regularly visit the factories ourselves.



## TITANIUM FRAMES

BORN FROM IRON

If you're looking for a pair of robust glasses that won't break but still look subtle and sleek, titanium is the right choice for you. The iron ore-based material is extremely stable, yet flexible and corrosion-resistant. It's used particularly in space travel and surgery.

Our titanium frames combine avantgarde design with precision craftsmanship. The design's very functional, industrial touch creates an interesting urban contrast to the natural look of our wooden eyewear, bridging the gap to our watch collection.



#5014



#5373



## ACETATE FRAMES

THE SYMBIOSIS

For lovers of delicate shapes and urban eyewear aficionados alike, the «hybrid» acetate models combine the best qualities of their various components.

The front is made from beautifully patterned Italian acetate, the temples have been carved from richly textured wood or they are made from metal, often with subtle micro-engravings. The best of both worlds, with a keen eye for trendsetting and a soft spot for people on a tight budget.



#5366



#5575



## SUNGLASSES

GET FREAKY!

This is where zeitgeist meets tradition and urban design clashes with raw nature.

Our sunglasses are somewhat more avant-garde and extravagant than the corrective frames. We produce smaller editions to really let off some steam with regard to designs, shapes, materials and lens-colors. We just use whatever we feel like, whether it's metal, wood, acetate or titanium, and add OBE spring hinges and acetate temple ends for flexibility.



#5388



#5376