



## A PERSPECTIVE FOR THE FUTURE

### SPECIAL EDITION “PERSPECTIVES OF PIONEERS”

Embargo 01. June 2021

Changing perspectives to change the world – with “Perspectives of Pioneers” as its collection motto, the Austrian eyewear label is launching a new special edition in April 2021. Inspired by the visionary work of marine biologists and conservationists Lotte and Hans Hass, NEUBAU EYEWEAR has created a special edition that is a homage to the fascinating world of the oceans and is drawing our attention to

the sensitivity of our planet. With "Perspectives of Pioneers", NEUBAU EYEWEAR is calling on us to change our perspectives and keep a watchful eye on the oceans in order to conserve and protect them. The innovative eyewear label has translated the message of pioneers Lotte and Hans Hass into an avant-gardist design, which is made from a completely sustainable material using state-of-the-art production technology and with the utmost respect for nature and its resources.



## **Pioneering spirit meets sustainable avantgarde**

Based on the aesthetics of the pristine underwater world, the design of the special edition incorporates both classic and futuristic elements. The sunglasses LOTTE & HANS are reminiscent of diving goggles that consist of one single large visor rather than two lenses. With their futuristic appearance, they make

a fashionable statement. Clear, flowing contours and the visor set horizontally within the frame are a reference to the movement of the waves and the depth of the ocean. The sunglasses are available in the three colors Deep Ocean, Paradise Blue and Infinity Black. By using its 100% bio-based material natural3D, NEUBAU EYEWEAR is once again proving that modern design and resource-efficient production can be perfectly combined.

Innovations like these emphasize the brand's pioneering spirit. With the use of alternative materials and the avoidance of conventional plastic, NEUBAU EYEWEAR is demonstrating the idea behind the collection: that seeing things from a different perspective can open up whole new horizons.



### Environmental zeitgeist in the depths of the ocean

“Ladies and gentlemen, there are many beautiful and mysterious places in the world, but the most beautiful and mysterious of them all, it seems to me, is the sea.” It was with these words that Vienna-born marine explorer Hans Hass introduced his film *Menschen und Haie* (Men Among Sharks) in the 1940s.

Discovering the most beautiful and mysterious places was the goal pursued by the two visionary marine biologists and conservationists Lotte and Hans Hass. Inspired by the aesthetics of documentaries, the Austrian couple produced films like *Abenteuer im Roten Meer* (Under the Red Sea) (1951) and *Unternehmen Xarifa* (Under the Caribbean) (1954), which are meanwhile regarded as some of the most important contributions in the history of underwater film-making. Not only did their monumental films make the untouched underwater world accessible to a global audience, but also turned Lotte and Hans into ocean pioneers. What they have in common with NEUBAU EYEWEAR is a collective understanding that lasting change only happens when we have the courage to explore and experience different perspectives.



## **Sustainable design from the 3D printer**

Driven by a commitment to treating nature's resources with respect, NEUBAU EYEWEAR's "Perspectives of Pioneers" special edition focuses on completely natural materials and environmentally resource-efficient production methods. Using 3D printing and the specially developed natural3D material, which is extracted from the seeds of the castor oil plant, the Austrian eyewear label has created a collection that not only stands out with its dedication to design, but also its unique flexibility, lightness and long-lasting color intensity. A malleable titanium needle, which has been integrated into the temples of the models, ensures the wearing comfort that NEUBAU EYEWEAR is renowned for.

The “Perspectives of Pioneers” special edition is available in three different colors and their price of 350 euros puts them in NEUBAU EYEWEAR’s Studio collection.

## **About NEUBAU EYEWEAR**

With “Sustainable Avantgarde” as its credo, Austrian brand NEUBAU EYEWEAR is synonymous with excellent, premium-segment eyewear design based on the foundations of a sustainable brand philosophy. Since it was established in 2016, the committed label has been combining aesthetically designed sunglasses and spectacles with the highest quality standards and dynamic technological innovation. The brand’s idealism is reflected in its utmost respect for people and the planet, along with its use of bio-based materials and resource-efficient “Made in Austria” production. After introducing its 100% bio-based material innovation natural3D in 2020, from 2021 independent company NEUBAU EYEWEAR will be concentrating on the further development of progressive ideas to set new benchmarks in style and sustainability.

### **To find out more, please contact:**

Eva Reisinger

Senior Marketing Manager

[e.reisinger@neubau-eyewear.com](mailto:e.reisinger@neubau-eyewear.com)