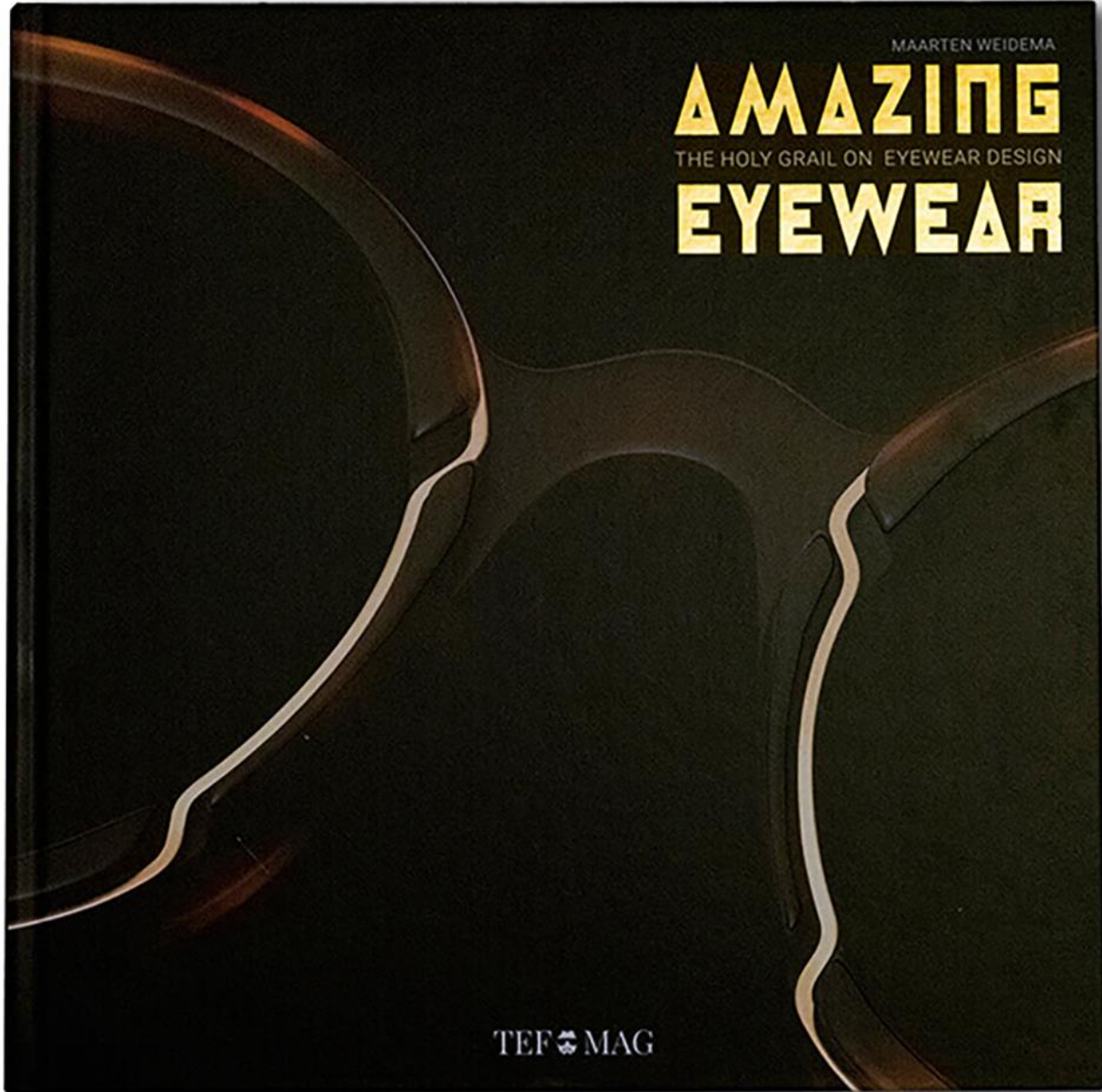




MAARTEN WEIDEMA
AMAZON
THE HOLY GRAIL ON EYEWE
EYEWE

TEF MAG



BOOK PRESENTATION OTTICLUB 2023

MAARTEN WEIDEMA

AMAZING THE HOLY GRAIL ON EYEWEAR DESIGN EYEWEAR

PRESENTER: DANIEL FELDMAN
Publisher at The Optical Journal

AUTHOR: MAARTEN WEIDEMA
Publisher at TEF Magazine

TEF  MAG



ABOUT THE AUTHOR

- MAARTEN WEIDEMA
- FREELANCE EYEWEAR DESIGNER SINCE 1999
- DESIGNED FOR MORE THAN 65 BRANDS
- LOVES TO CREATE AND IS PASSIONATE ABOUT DESIGN
- STARTED THE EYEWEAR FORUM TO SHOWCASE INDEPENDENT EYEWEAR
- WORKS WITH EYEWEAR INFLUENCERS WORLDWIDE

After being a freelance eyewear designer for more than 20 years, working for more than 65 optical brands and drawing up several hundred unique frame designs, TEF founder Maarten Weidema now writes solely about his fellow designers in the optical industry. His passionate mission is to promote independent eyewear to the international optical arena, backed up by a large group of bloggers and journalists from all over the world.



ABOUT HIS QUEST

- CREATE A HOLY GRAIL ON EYEWEAR DESIGN
- MAKE A RECORD OF SHAPES AND STYLES THROUGHOUT THE DECADES
- CREATE A SOURCE OF TECHNICAL INFORMATION
- SHOWCASE HIS LOVE FOR TRUE INDEPENDENT DESIGN
- EMPOWER A WIDE VARIETY OF INDEPENDENT BRANDS
- WORKS WITH EYEWEAR INFLUENCERS WORLDWIDE

In this book, I would like to showcase some amazing brands, that create their frames independently, either from a small workshop in rural Japan, a privately owned family-factory in the French Jura, an industrial plant in Italy and yes, even some of the best manufacturers of China. Because the quality of great eyewear is not driven by manufacturing. It's driven by design!



ABOUT THE AUDIENCE

- CONSUMERS
- OPTICIANS
- LAB STAFF
- DESIGNERS
- COLLECTORS
- EYEWEAR ENTHUSIASTS

The world of independent eyewear is always on the move. Even though some designs never go out of style, each year a multitude of true designers will amaze me with “amazing” eyewear shapes and striking colour combinations. Not dictated by a licensor that also creates bags and fragrances, but purely independent design that comes from their soul, inspired by what they see in everyday life, or what flows directly from their veins.



FOR CONSUMERS

- 55 INDEPENDENT EYEWEAR BRANDS ON DISPLAY

55 amazing brands are showcased with an extensive story on their history and the creation of the brand.

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VERONIKA WILDGRUBER

SURPRISINGLY DIFFERENT

Veronika Wildgruber is a multifaceted designer based in Berlin, who not just designs eyewear but also fashion items, jewellery and furniture. This broad background allows her eyewear to be inspired by architecture, the future and geometry, making her frames independent, strong and distinct.

HISTORY

Veronika studied industrial design in Bolzano Italy, before starting her designing career in Paris. She has created numerous designs for famous studios. Veronika Wildgruber Eyewear first appeared in 2010 with four hand-made frames made in collaboration with the French lunetteur Jacques Durand.

Following their initial presentation at the Salone show, they immediately won the Salone d'Or special Jury prize. Encouraged by this response the first series production was launched in 2012.

In 2017 she got awarded again with the precious Salone d'Or for Best Design Sunglasses.

From the beginning her emphasis has been on research and experimentation, which is also due to Veronika being a product designer.

Besides eyewear, Veronika is designing for the French luxury brand Hermès. This collaboration includes pattern for silk items, such as scarfs and ties, household fabrics, wallpapers and jewellery. She is also working with several international household and furniture companies. This keeps her focused on a broad spectrum of different design approaches and is the main reason why she keeps surprising us with breath-taking and innovative eyewear design.

WW
VERONIKA
WILDGRUBER

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FOR CONSUMERS

- 55 INDEPENDENT EYEWEAR BRANDS ON DISPLAY

As well as a time-line of eyewear design, from start to present.

As well as a more in-depth look on their design and brand philosophy.

TIMELINE OF EYEWEAR DESIGN

VERONIKA WILDRUBER



2010 - WOOD
This frame features a wooden wrap-around design that creates a sense of depth and texture. The temples are made of wood and feature a subtle grain pattern.

2015 - ROCKY
An offering of contrast, wrap-around design features a black frame with a wrap-around design. The temples are made of a dark material and feature a subtle grain pattern.

2017 - ARTHUR
Another frame featuring a wrap-around design, this one is made of a dark material with a subtle grain pattern. The temples are made of a dark material and feature a subtle grain pattern.

2021 - AUDREY
This frame features a wrap-around design that creates a sense of depth and texture. The temples are made of a dark material and feature a subtle grain pattern.

2021 - BARRIS
This frame features a wrap-around design that creates a sense of depth and texture. The temples are made of a dark material and feature a subtle grain pattern.

2021 - LEO
This frame features a wrap-around design that creates a sense of depth and texture. The temples are made of a dark material and feature a subtle grain pattern.

DESIGN PHILOSOPHY

Through research and experimentation, her collection fuses individual elements into a new and multi-layered aesthetic. Crossing lines create interesting spaces, varying thicknesses evoke a sense of depth.

Daring material combinations alongside delicate colour tint transitions result in an unexpected three-dimensionality. Inspired by the future, architecture and geometry.

Every shape seems to deduce from a peculiar history. Some are a product of two fusing frames; others appear to have grown from three different parties. Sharp edges are combined with delicate colour tint transitions.

One geometry overlaps the other and subtracts it's intersection. Two different volumes weave into each other and create an unexpected three-dimensionality.

The collection follows a central theme, recognizable from the outset. It is reinvented and translated into different materials and processed to other levels, whilst establishing an unmistakable formal coherence.

BRAND PHILOSOPHY

Constructing her very own eyewear language, one which is both recognizable and aesthetically unique, is a key motivation for the designer Veronika Wildrubler.

The result of extensive research and testing, the designs embrace a variety of innovative production methods.

Driven by geometry and mathematics, not only are they visually outstanding but the technical realization is astonishing. Two main principles of production underpin the core values of the collection: craftsmanship at its finest and fully transparent, responsible manufacturing. All components are made by family-owned companies in Germany and Italy with whom Veronika maintains long-term relationships.

TECH TALK

FAMOUS EYEWEAR SHAPES

When it comes to glasses, there are plenty of options to choose from. For the most flattering effect, it's best to base your decision on the shape of your face (see previous page) But now, we're going to look at frame shapes. What are the different designs called and what are the stories behind them?

Eyewear design is always on the move, but some shapes are considered a classic and will most likely never go out of style. Made popular by famous actors or infamous through world-changing events, these shapes have set the stage for many current designs. Here are some of the most well-known shapes.



AVIATORS

The Aviator, along with the Wayfarer, is one of the most famous sunglasses models. To find out how this model came to be, let's take a look at its history.

Late 19th century

The origin of the aviator lies in its functional properties, namely, protecting the eyes against wind, dust and light. Around 1890 we see the model for the first time, marketed as the "Warren Eyeguard".

In this period, the model offered a solution to motorcyclists and cyclists, since automobiles were still mainly made with open roofs. The airplane had also just been invented and had no cabin. That is why in these last 2 means of transport, a goggles was used more often, which also shielded the side of the face.

It was delivered with metal temples or a leather "string". The frame consisted of a single piece that was not always clear, and was equipped with metal temples, where it could easily be closed.



Butterfly

BUTTERFLY

Often confused with glasses recalling the cat-eye, despite being different. The Butterfly mimics the insect's wings and like the Cat-eye, emerged in the 50s, much to the delight of women everywhere. Their dramatic look serves to lift the face and creates the impression of broader facial features.

Butterfly sunglasses have an edge of playfulness in their style and as their name suggests, are modelled after the wing shape of butterflies. The frames vary in structure and size, but are most commonly smaller on the inside edge and wider on the outside. The style became popular in 2008 after Prada unveiled its adaptation of the butterfly design. It quickly became a favorite with royalty, celebrities and glamorous collages alike.

For those that like oversized frames, butterfly sunglasses are an exotic and fun alternative to more classic frames.



Lookbook

The incredibly feminine butterfly glasses offer a real visual face lift. They have this peculiarity of stretching the features thanks to their harmoniously rounded shapes. It is the shape of a pair of glasses that enhances your look for a woman.

The butterfly frame is not just for women. Men can benefit from it as long as it's not very thin and long. The ideal model for these men is a frame that mimics the oval and rectangular shape. This will look great on a man with an elongated or rectangular face. Basically, this type of man is characterized by a longer and wider face, which is connected to a relatively long nose.

Pre WW2

In the years before the Second World War, when cars and planes were often manufactured without roofs, these frames were simply called "Driving Glasses". It was not until 1925 when the United States Air Force placed an order with "American Optical Co" for sunglasses for its pilots, which eventually gave the model the nickname "aviator sunglasses".

Apart from the fact that aircraft from this era were equipped with a cabin, and thus no longer needed the "goggles", the aircraft flew much higher, exposing pilots to large amounts of UV rays. The model "D1" was used as standard by American pilots until WW2. It was equipped with plastic lenses and again the hinged nose bridge. Covered with a vinyl case engraved with USAF (US Air Corps), and simple steel glasses with a layer of plastic.



WW2 era

The D1 model was mirrored by the US Army around 1941 with more comfortable temples (ANAS31) (Army-Navy 4531) and a later fitted with a pink lens (ANAS31-2) which provided better UV protection at high altitudes. During WW2, production was outsourced to such manufacturers as "American Optical", "Bausch & Lomb", "Chas Fischer" and "Wilson".

Post WW2

After the Second World War, model ANAS31 was offered to the general public by the contracted manufacturer American Optical and Bausch & Lomb. Their brand name "Ray-Ban" which ensured that the model has become the best-known sunglasses in the world.

Late 1940s

In the 1940s there was another trend from the American market by S. manufacturer, American Optical. The update was by the name "Flight Goggles 50", has a slightly more angular shape under the name "Flight Goggles 50" and is extremely elegant. Hearing-glasses production and is extremely elegant. By its predecessor for decades, this model "Ray-Ban" was worn by the Apollo 11 crew on its journey to the moon.



Robert Exton

Pop culture

In the 1950s, the model was worn by many famous artists, which caused such as Paul McCartney when Tom Cruise.

Since then, the model has become part of pop culture and is still a classic that does not go out of style.



Butterfly

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Oval glasses walk the line between classic circular-lensed frames and sleek, narrow shapes, capturing the best elements of both. The soft lines of this frame shape help create contrast for those of us with more angular facial features.

You can find metal narrow oval eyeglasses that were made super popular in the 90s by Britney and Justin and also bold plastic oval sunglasses like the ones worn by Audrey Hepburn in Breakfast at Tiffany's within our huge collection of vintage oval eyewear.



Hoffmann and Neumann

Celebrities are in love with the vintage oval frame with Quano and the Migos crew often spotted in customized vintage Carter Gossamer frames and Rihanna has been photographed in her slimline Versace sunglasses whilst holidaying in the Caribbean.



Christian Roth

OVALE

Oval glasses frame has an illustrious history and is still one of the most popular styles around. Many of the first commercial glasses produced in the early 18th century had a metal wire oval-shaped frame. Early narrow oval eyeglasses designs were kept thin as the weight of the real glass lenses meant it was more comfortable to wear a thinner style. Plus given that prescription lensing technology was some way off what it is today most wearers would only be able to see in focus at certain distances rather than being able to wear their frames all day long.

Interestingly, the history of vintage oval sunglasses can be traced back to the mass outbreaks of syphilis in Europe's high society! Whilst these STD frames were strictly medical in nature, oval sunglasses actually became rather fashionable as they indicated that the wearer was a bit of a playboy!



Strakur Eyewear

Celebrities are in love with the vintage oval frame with Quano and the Migos crew often spotted in customized vintage Carter Gossamer frames and Rihanna has been photographed in her slimline Versace sunglasses whilst holidaying in the Caribbean.

Generally, oval frames boast softly curved and rounded lenses without any sharp angles or corners. These softer lines can take on various different shapes, while they often come in completely rounded shapes, you can also find oval frames available with a flatter browline or flatter lens bottom as well.

A pair of thin oval glasses frames are an ideal partner for anyone with a square face shape. The soft curves of an oval frame work in perfect tandem with the angular jaw and wider forehead and will keep you looking your best in all occasions.

FOR CONSUMERS

- A JOURNEY THROUGH THE WORLD OF FAMOUS SHAPES, WHICH SHAPE WOULD FIT THEM BEST, AND WHAT DESIGN CAN DO FOR THEIR PERSONALITY



FOR OPTICIANS

- A FAST DATABASE OF ALL DIFFERENT MATERIALS, INCLUDING PLASTICS, METALS, WOODS AND BIODEGRADABLES.

BIODEGRADABLES

Eyewear made out of biodegradable will break down into natural elements, carbon dioxide, and water vapor by organisms like bacteria and fungi. Technically, just about everything is biodegradable, although it will take hundreds of thousands of years for most things to biodegrade. Natural materials as wood will break down much faster than that, and there are various innovative materials that break down pretty fast too:



Buffalo horn

While bachelier hairpins may not be in style anymore, horn-rimmed sunglasses certainly are. These glasses have stuck around for decades, bringing their unique vintage look to everyone who wears them. A renewable resource, horn provides a rich, multi-toned material for luxury frames. It is also a comfortable organic material because it warms to body temperature when worn.



Recycled acetate

When cutting out a frame shape from a sheet of acetate, the waste can be reused for new frames. By melting the debris and adding black ink, new sheets of black acetate (the most common colour) can be created. They consist of 97% recycled acetate. The remaining 3% are merely black ink.



Bio-based acetate

While regular acetate is made from a mixture of cotton fibre and crude oil or toxic plasticizers, bio-based acetate replaces the plasticizers and traditional pigments with organic additive, bringing pollution down to a minimum.



3D printed bioplastics

3D printed eyewear is one of the trends of the decade. Most 3D printed frames are being made from polyamide plastic, which consists mostly of castor oil. Although not fully biodegradable, it is a bio-plastic derived from renewable biomass sources.



Ash

Ash has been used for centuries to make tool handles and even wheels of cheese. Solid, it resists damage from falls and changes in temperature. Above all, it does not deform: once formed, ash retains its shape practically forever. Extremely widespread in the Northern Hemisphere, ash is inexpensive. So it is logical that many new brands choose it as a lower-risk investment.

Oak

Oak's reputation is justified. Used for carpentry, it is solid and durable. Slightly flexible, it offers unusual resistance to shocks, falls, and even to heat. It is thanks to these qualities, as well as its organic, traditional appearance, that many designers choose oak for their wooden glasses.



Walnut

Walnut contains innumerable nuances of hue, from yellow to grey to brown. Used by carpenters and cabinet-makers, it is often found in moldings or the interiors of luxury cars. A noble and durable wood, walnut attracts designers in search of elegance.



Birch

Birch is common in very cold climates, the birch is a highly resistant wood. Shocks, blows, twisting—it can handle all of it. Yet, unlike the oak, its wood is flexible, easy to shape. It is used for its lovely range of colours, from cream to pale yellow, in many wooden glasses.



Zelbrano

Zelbrano has been used by numerous cabinetmakers and artists. Imported from Gabon and Cameroon, it is prized for the manufacture of luxury furniture and string instruments. Today, this noble material is used in the manufacture of wooden glasses.

Bamboo

Bamboo, although not, strictly speaking, a tree, is nevertheless used like other woods. Many designers have chosen this plant for its exceptional strength, flexibility, and, of course, its natural aesthetic. Bamboo's environmental impact is much lower than that of most woods. If it is irrigated regularly and the soil is properly fertilized, bamboo can grow more than one meter a day! This incredible growth rate, combined with its ability to be grown almost anywhere, makes bamboo a very popular material for woodworkers.



Rosewood

Rosewood is a name used for several species of tropical trees. Their tints range from light brown to red with darker veins. Very often used for musical instruments, rosewood does not split and is resistant to pressure.



FOR OPTICIANS

- A COMPLETE LIST OF DIFFERENT FRAME PARTS WITH IN-DEPTH TEXT ON THEIR FEATURES.



TECH TALK

FRAME PARTS

While eyewear is both a medical as well as a fashion item, there are many different names for the parts of glasses. Naturally, there are the optometrists who have their own secret code. Then there are the manufacturers who have their own entire optical language too. Then of course, there is slang, or what the actual wearers name things.

Glasses frames comprise of three main parts, containing multiple sub-parts within their construction. Primarily, there is the frame-front and two protrusions known as temples. These main components come in many different forms and materials which have their own specific functions, styles and names. I have tried to put together a list of the main parts and what they're really called, although I am sure there will exist more.

The frame front:

This is the main part of your glasses frame. It's what secures your lenses in place. Your frame front largely dictates the style and aesthetic of your glasses, a considerable factor in how you want to put yourself across. Full rim and half rim glasses frames each have a rim. The rim can vary in thickness, but fundamentally it holds the lens groove and makes up the body of the frame front.

Full rim frames

Full rim frame fronts cover the entire edge of a lens. Your lenses are held in place using an angled recess in the frame front called a lens groove.

Half rim frames

Half rim frame fronts are the same as full rim but their lower half is missing. This means the bottom edges of your lenses are exposed and are secured in place using a thin nylon cord, called Supra.

rimless frames

rimless frame fronts are joined together by a metal bridge. Via screws, the bridge joins and secures the lenses together to make the frame front. At the edges of the lenses, the temples are also attached with screws through the outer sides of each lens.

The lenses:

Arguably the most important part of your glasses, the lenses are there to correct your vision. I will go deeper into the correction part of lenses, and which variety there can be found, but here I am focusing purely on the different part of a frame. There are many types of spectacle lenses, which were originally made from glass. However nowadays, most if not all spectacle lenses are made from types of high index plastic. Depending on the type of frame front, your lenses are secured into your glasses using different types of fixation fit.

Full rim lenses

Full rim frames have an angled female recess on the inside of the rim called a lens groove. This recess is about 1.5mm deep at an angle 120°. Cut onto the edge of the lens is a 'male' level which locates into a 'female' lens groove by heating and gently stretching the frame front.

Half rim lenses

Half rim frames also have a lens groove but with the addition of a Supra cord. This nylon string locates into a female recess around the edge of lens which holds it into place in the frame.

rimless lenses

rimless frame lenses are secure via screws into the bridge and endpieces.

Acetate glasses temple tips

These are usually part of the temple itself. However, they can also be added to the end of metal temples, similar to a sock. Seen in the images above, there are different colours, patterns and shapes of acetate temple tip which can be added to a metal temple.

Metal temple tips

These are usually covered or coated with plastic or rubber to make them more comfortable. However, some designs are cylindrical in form and tapered which reduces the need for additional parts to make them comfortable to wear.

Loop end temple tips

These are hollow loops which can be found at the end of a metal wire temple. These loops are to distribute pressure on the sides of your head and can also be used to attach a frame chain.

The temples:

Some call them legs, other call them arms and some even call them branches. Seems logical, but the proper name for them is temples, simply because they locate on each side of your head. There are numerous styles of temple, but their main function is to keep your glasses secure when you're wearing them.

Interestingly, temples are actually relatively modern as old-fashioned glasses didn't originally have them. Instead, these old styles of glasses without temples just rested on your nose or were held to the face via a handle, like lorgnettes and monocles.

Today, glasses temples tend to be made from acetate or metal and use what's called a drop end or a hockey end. This is the hooked part of the temple that's grips behind your ear to keep them from sliding off your face, usually at an angle of about 45°. Glasses temples are made at various lengths to suit different head sizes and vary from 120mm to 150mm in length. Temples may be divided into two basic categories.

Skull temples

Skull temples which bend down behind the ear and follow the contour of the skull, resting evenly against it.

Library temples

Library temples which are generally straight and hold the spectacles on primarily by pressure against the side of the head.

Convertible temples

Convertible temples which can be used either as library or skull temples depending on the manner in which they are bent.

Riding bow temples

These temples curve around the ear and extend to the level of the ear lobes. They are often used in both children's frames and safety eyewear.

Comfort cable temples

These temples are similar to the riding bow but are constructed from a metal flexible coiled cable.

Temple tips:

The end of a temple is generally called the temple tip. These are the furthest away from your frame front and are made in various versions:

Acetate glasses temple tips

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FOR OPTICIANS

- A LIST OF ALL LENS COLOURS, WHAT THEY DO FOR THE EYESIGHT.
- A LIST OF ALL LENS COATINGS AND WHAT THEY OFFER.

SUN LENS COLOURS

GREY TINTED LENSES

AMBER TINTED LENSES

BROWN TINTED LENSES

BLUE TINTED LENSES

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- **A GREAT OPPORTUNITY TO SHOWCASE THEIR BRAND IN A MORE PERMANENT MANNER, TO BOTH OPTICAL RETAILERS AND END CONSUMERS.**



AN BEHALF OF THE BRAND _____

I HEREWITH GIVE APPROVAL FOR THE CONTENT SHOWN IN THIS
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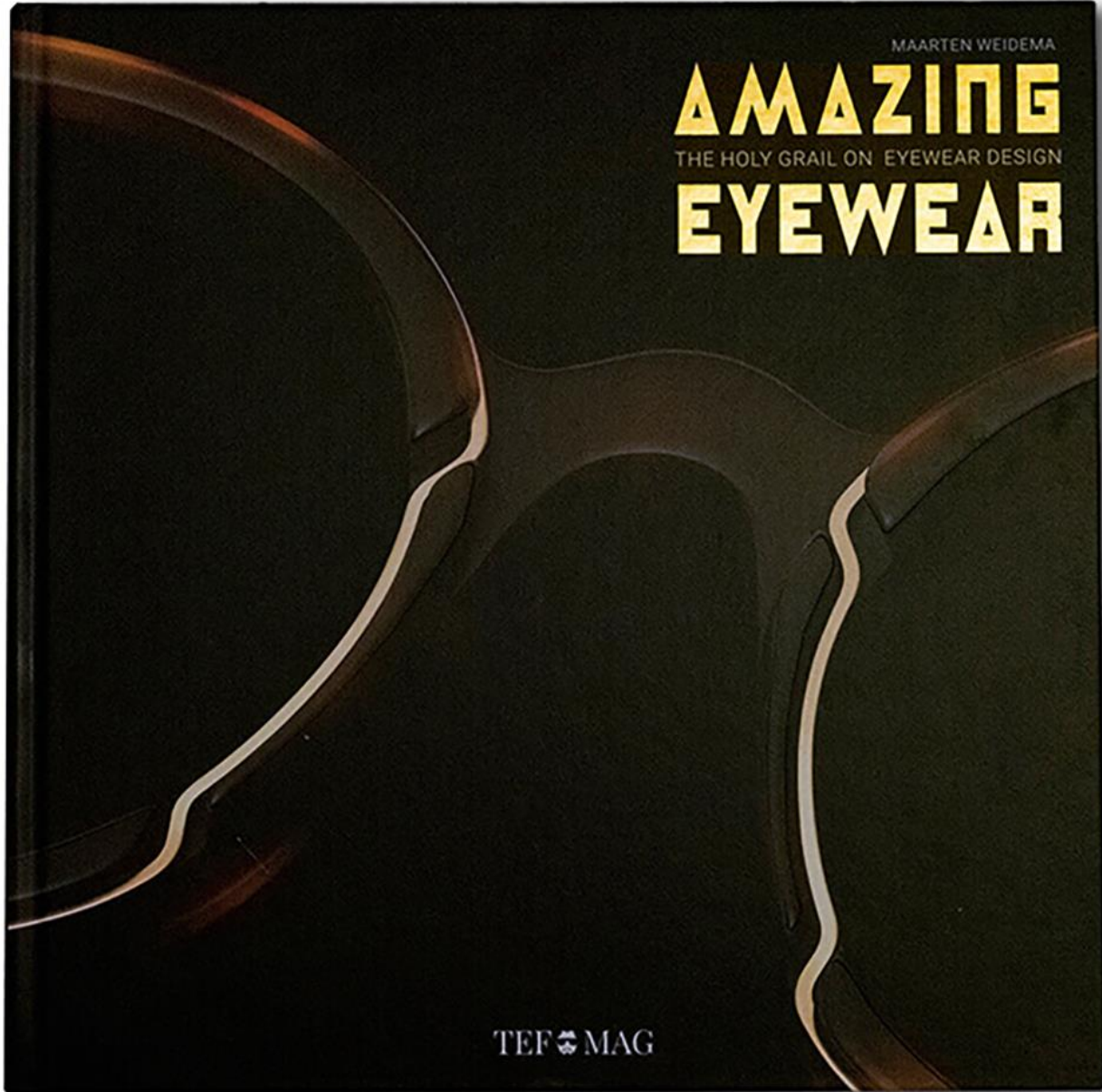
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EYEWEAR

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