

Maison Nathalie Blanc



EYEWEAR



MADE IN FRANCE



# Nathalie Blanc



## THE STORY OF A HANDMADE BRAND

Founded in 2015, Nathalie Blanc Paris, a luxury eyewear brand, has quickly set itself apart from the rest of the industry with its innovation, impeccable craftsmanship and high-quality materials.



### A HANDMADE BRAND

The Nathalie Blanc Paris collection is designed to perfectly fit the contours of the face. This avant-garde collection offers a variety of colors in a subtle palette, delicate frames and detailed temples, blending tradition with a modern approach.

The design is pure and delicate, with special attention to every detail. Each frame features a distinguished two-tone detail at the tips of the temples. Influenced by the 1970s, the frames are fitted with gradient or delicately flashed lenses and sophisticated combinations of French expertise.

Our eyewear collection is made exclusively in France in the most exclusive

factories founded in the 1960s, using the best materials and high-quality design.

### THE DESIGNER

Behind the brand and the trends, there is a woman of taste and talent.

Insatiable and demanding, Nathalie Blanc has, above all, a keen sense of what makes eyewear beautiful.

A true ambassador of French manufacturing and excellence in craftsmanship, Nathalie Blanc expresses her talent through her refined and delicate frames, perfectly harmonizing the eye, style and material.

*«I've always dreamed of embodying French excellence: extreme precision, undeniable quality, pure and timeless design.»*

### THE EARLY YEARS

Nathalie Blanc started wearing glasses at a very young age. But the shape of the frames didn't match her face, and the style was neither graceful nor trendy.

*«I was so embarrassed to wear my glasses! That trauma was a defining factor in my life.»*

As a teenager, the idea of shaking up the eyewear world became an obsession. Nathalie decided to create her own universe, to reinvent a style in which this functional and unattractive accessory



would reflect her tastes, her personality and her aesthetic.

#### INSPIRATION

*«I get my inspiration mainly by walking around flea markets, looking at vintage photos or old films by Renoir, Capra and Lubitsch.»*

The attention to detail in her work and in her designs is a reflection of her passion for art, design and architecture, in which beauty and elegance merge together.

#### TIMELINE

With her ISO diploma in hand, Nathalie Blanc became an optician and opened two optician's stores.

In 2010, Nathalie Blanc created collections for the ready-to-wear brand Michel Klein and in 2012, she created collections for Swildens.

In 2015, Nathalie Blanc launched her eponymous brand, a Parisian luxury eyewear collection for men and women with the goal of creating «exceptional comfort for the complexity and individuality of every nose and face.»

In 2016, Nathalie Blanc created an original collection for the Jeanne Damas Rouge brand, launching the Corto model.

In 2018, she decided to create a collection for small faces. Nathalie launched the «Blanc...» brand for children and teenagers.

In 2020, the designer announced the debut of her completely new brand



made exclusively in France and entirely dedicated to men, Monsieur Blanc. She also launched Maison Nathalie Blanc, a completely new name for the Parisian company that brings together three unique and exceptional brands: Nathalie Blanc Paris, Monsieur Blanc and Blanc.

#### AWARDS & NOMINATIONS

In September 2018, during SILMO, the world optical and eyewear trade show in Paris, the designer won the SILMO d'Or award in a competition against the major international eyewear brands. The jury awarded her this prestigious prize for the creation of her innovative «Suzanne 253» frame.

In 2019, Maison Nathalie Blanc was nominated twice for the SILMO d'Or. The first nomination was in the glasses for children category for the «Ariane 232» model in the Blanc... collection, the brand

for teens. The second nomination was in the sunglasses category for the «Maman 128» model in her Nathalie Blanc Paris collection.

In 2020, the designer won her second SILMO d'Or award with the Nathalie Blanc Paris brand, this time with her «Chupa 363» model.



## MADE IN FRANCE



Nathalie Blanc Paris stands for French excellence. All the glasses designed in our Parisian workshops are entirely manufactured in Normandy and Jura, the cradle of the French eyewear industry. Our frames are the heirs of this tradition of excellence.

#### PRODUCTION

The frames are cut out of the raw material with a high-tech machine, then dipped into a barrel filled with wooden beads coated with polishing cream.



Each frame is then polished and assembled by hand for a flawless finish.

The last step in the manufacturing process is a rigorous quality control to ensure that all products reaching the market meet the highest quality standards.

Each pair of glasses is a unique creation.



#### MATERIALS

Our acetate is custom made. We use only the highest quality materials for our frames.

The frames are laminated with 22-carat gold. The hinges and temples are developed by our design team to be absolutely comfortable.

The double gold plating is exclusive to Nathalie Blanc Paris.





C A M I L L E



Z O É







J U L I E T T E



J E A N N E







C A T H E R I N E



E M I L I E





# LAZY CRAZY NIGHT

*IN MY PALACE*







## A BRAND EXCLUSIVELY DESIGNED FOR MEN



**D**iscover Monsieur Blanc, a brand exclusively designed for men. Frames that are as masculine and full of character as they are delicate and elegant. The collection mixes aesthetic and intellectual audacity, which convey an undeniably strong message and represent French excellence.

### NATHALIE, HOW WOULD YOU DESCRIBE MONSIEUR BLANC IN JUST A FEW WORDS?

I created the Monsieur Blanc brand to perfectly fit the contours of men's faces. This avant-garde collection uses the same concepts that have made Maison Nathalie Blanc a success: a refined, elegant design for timeless models in a variety of subtle colors. The frames are delicate and detailed, mixing tradition with a modern approach.

### HAVE YOU OPTED FOR MADE IN FRANCE, AS YOU DID FOR NATHALIE BLANC PARIS?

Yes, once again, the manufacturing is 100% French, my hobbyhorse since forever! My frames are made in the finest factories in Jura and Normandy, which means that we use the best materials and the highest quality designs.

### CAN YOU INTRODUCE US TO YOUR FIRST COLLECTION?

In order to reinvent my creations and to reinvent myself, I had to choose different materials for Monsieur Blanc: Japanese acetate, Mazzucchelli acetate, metal and completely new 3D faces and temples in beta titanium!

### WHAT ARE THE DIFFERENCES BETWEEN THESE TWO ACETATES?

Both acetates are of high quality. But we have two very different uses for them. We use Mazzucchelli acetate to make 8mm thick plates, to give the frames depth and character.

Whereas Japanese acetate allows us to work with thin frames with softer and extremely pure color gradations. They're thinner because the resting time for these plates is much longer during their manufacture, so they're stronger and more rigid!

### AND FOR THE METAL?

As at Nathalie Blanc Paris, the metal frames are bathed in 22-carat gold baths, and the hinges and central temples

are developed by the design team to be absolutely light and comfortable.

### WHY DID YOU CHOOSE BETA TITANIUM AND 3D?

The custom Japanese beta titanium temples are lightweight, strong but also flexible and adjustable. This gives the frame unparalleled design and comfort. As for our 3D faces, I wanted to make frames made from bio-based materials. This is the case with our 3D faces, because this material is composed of 70% castor oil and 100% of the material is used by our craftsmen, so there's less waste. 3D offers the customer a pair of glasses that are light, hypoallergenic, and resistant to very high and very cold temperatures.







J E A N



R I C H A R D







C L A U D E



P H I L I P P E





# LAZY CRAZY NIGHT

*IN MY PALACE*





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THE BRAND FOR SMALL FACES

After dressing up women's looks and modernizing men's looks, Nathalie Blanc is now turning its attention to teenagers.

Sparkling, modern and functional, the collection is entirely dedicated and adapted to young people ages 12 to 18, and also to young adults.

The glasses of the Blanc... collection are designed and assembled in our workshops in France.



L A E T I T I A

S A B R A

S O I Z I C





# LAZY CRAZY NIGHT

## *IN MY PALACE*





# NATHALIE BLANC PARIS X LORENZ BÄUMER

## THE COLLABORATION



An exceptional collaboration, Nathalie Blanc Paris x Lorenz Bäumer brings together the best of eyewear and jewelry. The highly refined frames are made of 24-carat gold. The temples feature the Lorenz Bäumer iconic «Heartbeat» paved with 0.13 carats of white diamonds.

The two designers have combined sophistication and expertise by using two iconic Nathalie Blanc Paris models, the Suzanne and the Alexandra. This timeless optical gem is the result of a close collaboration between the jewelry workshops of the Place Vendôme and the jewelry workshops of the Jura, the cradle of eyewear excellence.

### LORENZ BÄUMER

The only independent jeweler on the Place Vendôme, Lorenz Bäumer founded his own company in 1992. A philanthropist, collector of contemporary art and photographer, Lorenz Bäumer is an authentic and generous enthusiast.

«I discovered Lorenz Bäumer years ago... on a friend's finger. I dreamed about this «Heartbeat» ring, his iconic jewel, for a long time before I bought it. For me, it represents my daughters' heartbeats: everything that drives me. By chance, our children ended up going to the same school and I had the honor of meeting Lorenz.

I'm impressed by his work and with his way of shaking up the rules in the often highly sophisticated world of the jewelry industry. He constantly takes chances

and innovates in a style which is always passionately feminine.

### NATHALIE BLANC

An insatiable and demanding designer, Nathalie Blanc has always had a passion for exceptional eyewear. Her inspiration combines the perfect harmony between

the eye, style and the elegance of the material.

«I discovered Nathalie Blanc on the face of a wonderful woman who dazzled me... my wife! And I immediately fell in love with her work. When Nathalie asked me to share my expertise with her, I was immediately captivated. So, we decided to make women's hearts beat faster by creating eyewear that combines the brilliance of diamonds and gold.»

### DEVELOPMENT AND INNOVATION

It took a year of work to design these glasses.

Each element is welded to the face and temples, including the «Heartbeat.»

The micro-fused tips are created with successive layers of gold powder and are then soldered to the end of each temple. The frame is degreased in baths for a perfect cleansing.

The 5-micron gold plating of the glasses is done by electrolysis (i.e., by the application of an electric current which displaces the metal ions) in three successive baths







of 30 minutes each, allowing the glasses to be hallmarked under the bridge. We use a special lacquer on the tip, from the end of the temples, to protect it.

It takes one hour of baking at 160 degrees for the lacquer to bond to the material. The final step is to apply a colorless varnish, to avoid metal wear and corrosion problems. This also adds the final shine to the frame. The varnish is applied with an electrostatic spray gun, then the frames are baked for an hour at 180 degrees. The «Heartbeat» is placed on the temple and ends at the barrels of the hinges. Lorenz Bäumer's workshop sets the 16 diamonds one by one on the piece, which is then soldered to the hinge at 1,000 degrees in our own Jura workshop. So, it's imperative to use diamonds of an exceptionally high quality.

In this setting process, it takes 45 minutes of work per «Heartbeat.» Four round trips will be necessary to finish the pair of glasses.

This collaboration has made it possible to create unique frames thanks to a technical development process that took more than a year to complete.

These are the first glasses on the market to feature sixteen diamonds set by hand. «I create my own gradient colors, always in harmony with the color of the frame. These frames have a gradient highlighting the gold diamond face and an anti-reflective inner face. They're also available in prescription.»