

MASUNAGA™



History

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Fukui, Japan is one of the three largest production regions for optical frames in the world, along with Italy and China. 97% of Japanese-made optical frames are manufactured in Fukui. Masunaga Optical premiered the production of eyeglasses in Fukui in 1905.

The company founder Gozaemon Masunaga brought in skilled craftsmen from Osaka and Tokyo with the ambition of setting the optical industry solidly in place in Fukui.

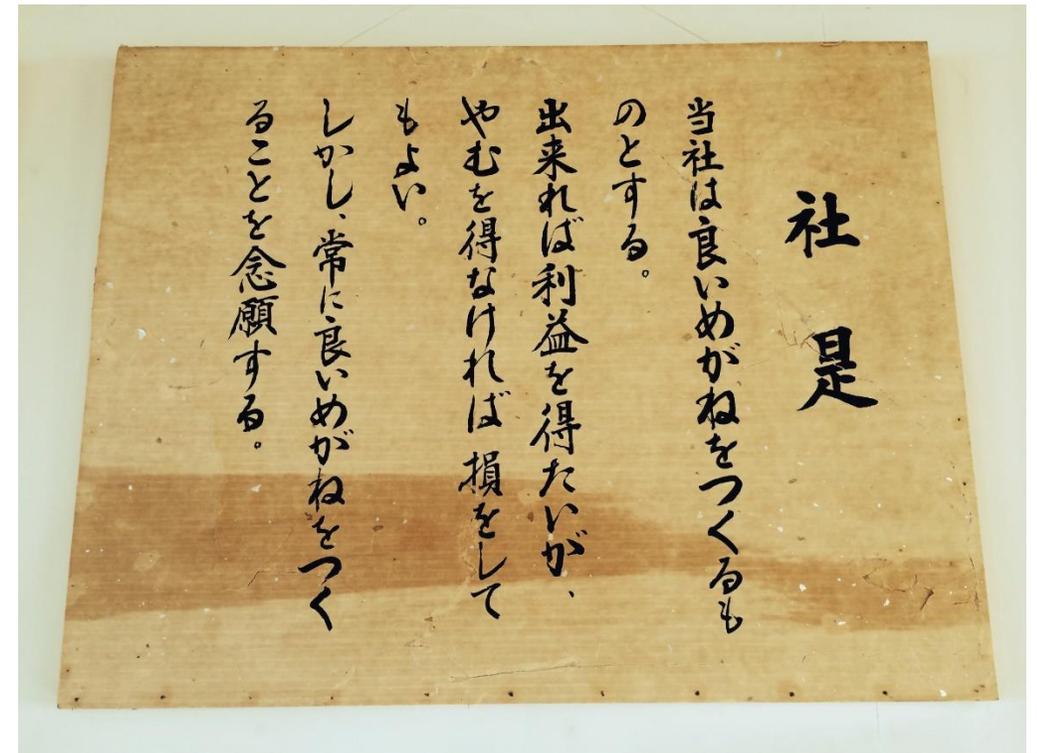


The company's mission statement

The company's mission statement since the establishment is;

“We manufacture excellent eyeglasses. We want to make a profit if we can, but we don't hesitate to take a loss. It is always in our thoughts to manufacture excellent eyeglasses.”

These words are still the basis of the conduct code of employees even more than 100 years after its establishment.





1957 Visit by Prince Takamatsu



1963 Visit by former Prime Minister



Emperor visits MASUNAGA and Presented with 3 Glasses in 1933.



1968 Visit by the Present Emperor And Princess



1999 Visit by Prince Akisino

Movie :Masunaga Factory

MASUNAGA™ since 1905

Craftmanship



There are 200 manual process involved in making a single MASUNAGA Frame.

MASUNAGA is the Only Company in Japan that has a factory in charge of all processes from raw material to production and finish in an integrated way.

The integrated production system improves the detail and quality. Technologies developed over 100years are accumulated here.



Craftmanship



Before barrel polishing process, MASUNAGA craftsman hand file the backside of the frame front or the temple edges. This hand shaping process is one of the key steps to provide the best comfort.

All process is making one by one
by Hand made.
This is the MASUNAGA Quality.



Collections

MASUNAGA
since 1905

Kazuo Kawasaki
(Smart & High technology)

光輝
(Plastic line)



GMS
(Combination)



Metal Line
(New Line)



Kenzo Takada
(Collaboration)



MASUNAGA 光輝

Masunaga Optical is the company that set the optical industry in Fukui in 1905. 光輝 was born as a successor model of CUSTOM-72 that was placed in the Osaka Expo time capsule.



KOKI CUSTOM72



1970 "CUSTOM-72" placed in the Osaka Expo time capsule.

Masunaga-Quslity-First-Policy, spirit and skill have been inherited over a century. New 光輝 is made by integrating design into our technology.



1970 The catalog of KOKI CUSTOM Series in the 1970s

めがねをつくって65年
今もG.M.Sは若い企業です!

G.M.SはKOKI FRAMEを作り始めては家業に「日本人の個性をいかに正確にとらえいかに忠実に複製するか」に心を砕いてきました。

技術の夢を追い、日本人の個性を最大限に発揮しながらこの夢をさらに育てる——

ここからKOKI FRAMEの製品開発が はじまります

KOKI FRAMES

たった一枚のKOKI FRAMEが生まれるまで 90日もかかります

KOKI FRAMEの製造の秘密をもっと知りたいとお思いの方はぜひG.M.Sへお問い合わせください。

より精密なフレームをつくるために製造工程は日本研究され改良を続けております。

ぜひ一度、本社工場へ つきあいに御見学下さい。

工場員がご案内致します。

きっとあなたのお役に立つことですよ。

私たちが、品質を、のびに複製を追い求めつづけています。そして、より精密なフレームが生まれて、いたる所へ届くまで、頑張っています。

素材の選別、成形、研磨、組立、検査、仕上げの工程が丁寧に繰り返されています。

素材の選別、成形、研磨、組立、検査、仕上げの工程が丁寧に繰り返されています。

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舶来愛好家は日本人の特徴です

だがKOKI FRAMEは欧米と決然と異なっています

「日本人に満足していただけるめがねをつくる」

これが私たちの企業理念です

これからも新しい技術に挑戦し、確かな新しい明日に向かって努力を続けてまいります。

一段と完成した新しいKOKI FRAMEのラインです

CUSTOM-82
(オメガ)

CUSTOM-15
(オメガ)

BEAUTY-50
(ビューティー)

GENTRY-21
(ジェントリー)

GENTRY-30
(ジェントリー)

ユーザーとの対話から生れたカスタムフレーム

ゴージャスで軽いフレーム

若きビジネスエリートのために

精神がスタアの顔面をはらう

新しい感覚でデザインした

日本を代表する最高級フレーム

いつまでも、どんな場面でも誇りを誇って

おつかいいただけるお眼鏡です

ぜひ、あなたにも手にとって

ご覧いただきたいのです

MASUNAGA G.M.S.

Masunaga Optical premiered the production of eye glasses in Fukui in 1905. The company founder Gozaemon Masunaga brought in skilled craftsmen from Osaka and Tokyo with the ambition of setting the optical industry in place in Fukui. In 1911, 13 factories were built in various parts of Fukui. Nowadays, 90% of Japanese-made optical frames are manufactured in Fukui.



The company founder
Gozaemon Masunaga



1933 Gifts to the Showa Emperor

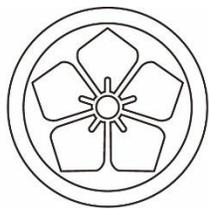
“MASUNAGA G.M.S.” was born as a gift to the Showa Emperor. The value of the function has gone far beyond, and it has been resurrected as “GMS-LIMITED” in 2005. Presently, “MASUNAGA G.M.S.” has lined up as a regular brand. The function of the limited edition has not been changed. We achieve to make eyeglasses that are comfortable to wear. MASUNAGA G.M.S. is our symbol that continues to develop while inheriting Quality-First Policy.



G.M.S. in the 1920s~1930s
Early in the Showa period

New Concept of Metal Collection





MASUNAGA

designed by

Kenzo Takada

One of Japan's most celebrated fashion designers, Kenzo Takada collaborates with MASUNAGA.

MASUNAGA designed by Kenzo Takada sunglasses and optical frames combine vintage inspired elements with fashion forward contemporary design.

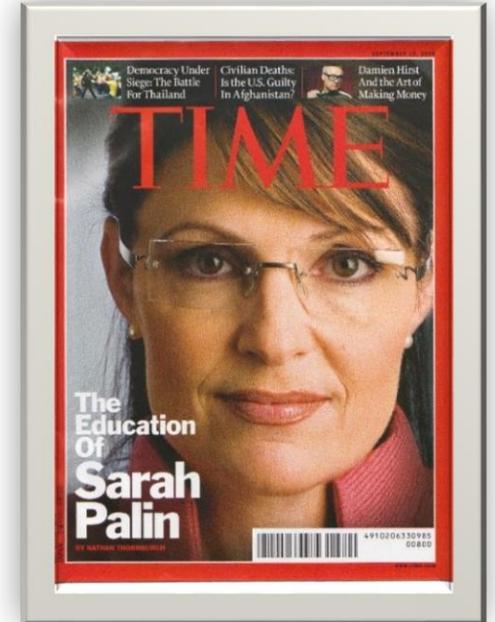
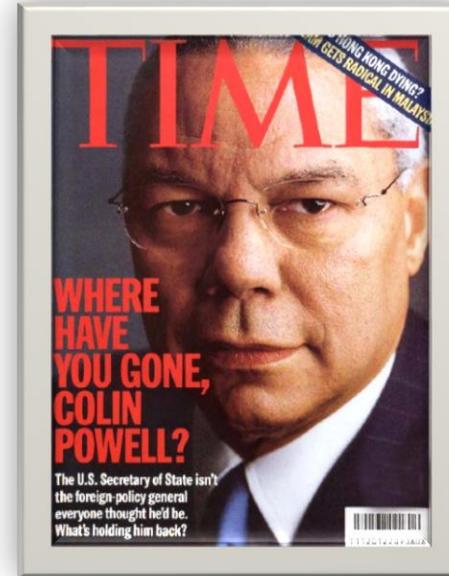


Kazuo Kawasaki

Smart& High Technology



Celebrities



Many Celebrities wearing MASUNAGA in formal/ personal in the world...

Movie: Photo Shooting in Los Angeles



MASUNAGA™ s



MASUNAGA™ since 1905



AGA
Z

MASUNAGA Direct Shops

Nagoya Lachic



Tokyo Aoyama
2K540 Room
Asagaya Room



Nara Gakuenmae



World Wide Network



Etc.

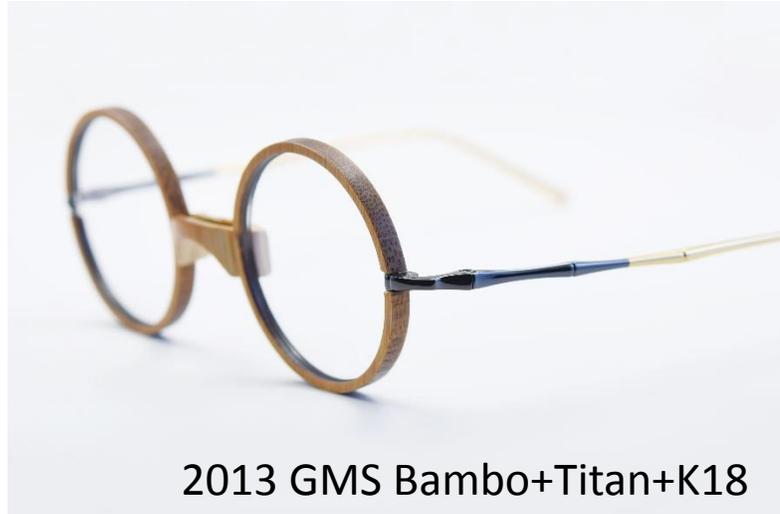
Awards



2001 Kazuo Kawasaki



2014 Kenzo Takada



2013 GMS Bambo+Titan+K18



2015 GMS

MASUNAGA

110TH ANNIVERSARY

text > lu kin wai photography > choi wing chuen, ester man, ricki chan, lu kin wai illustration > sarah, tong

MASUNAGA · 增永眼鏡 · 始創於一九零五年，以下是一些品牌在過去一百一十年的歷史側影，歡迎大家細讀。



AOYAMA - MASUNAGA 1905 FLAGSHIP STORE



BAMBOO GOLD FRAME



GOZAEMON MASUNAGA

増永五左衛門



MASUNAGA BY KENZO

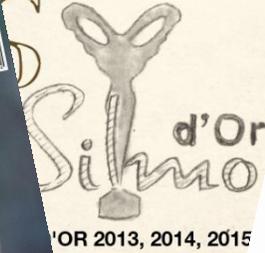
HERITAGE

INTER



MADE IN JAPAN WORLD CLASS MANUFACTURER

QUAL INTEGRATED PF



FOR 2013, 2014, 2015



COLLECTION: MASUNAGA DESIGNED BY KENZO TAKADA MODEL: SAKURA HKD \$ 5,500



COLLECTION: MASUNAGA DESIGNED BY KENZO TAKADA MODEL: AROSA HKD \$ 5,500



COLLECTION: MASUNAGA DESIGNED BY KENZO TAKADA MODEL: DAMPANELLE HKD \$ 7,500



FUKUI, JAPAN / FACTORY

MASUNAGA'S COLLABORATION

日本的工匠精神。技術。此款式以傳統手藝加上... 者更令人尊敬。... 他們最高級別的職人送... 除了傳統工藝，也敢... 度，互相切磋，激發創意。高田賢三 (KENZO TAKADA) 幾乎是日本最早成名的時裝設計師，他除了近年對精品設計有所涉獵，已經... 備眼鏡在港獨家出售，他們自家店也會推出一款和 MASUNAGA 的合作版好此道者一同賞玩。

海龍 1881 香港九龍尖沙咀廣東道 2A 號 1881 第 2 樓 2631 1881 www.masunaga1905.com



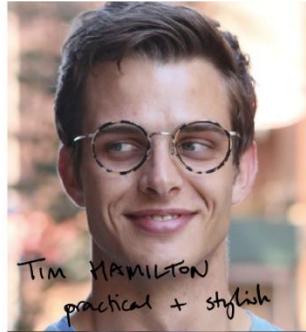
Audrey
I cannot go out
without sunglasses!



Lea
Style.



Allie
I like sunglasses in the
morning!



TIM HAMILTON
practical + stylish



Wayne Tucker
everyone wears something unique,
especially hipsters



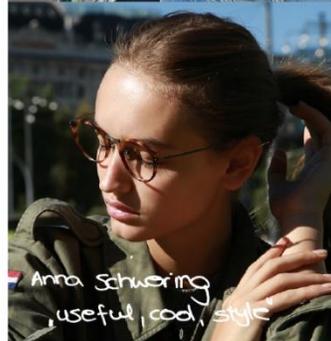
Seamus Lee
vintage, eclectic, quirky,
numinous, classic



Chris Granville
Sunday casual



Lina Schwing
Sunglasses are essential,
they are the cherry on top
of a beautiful outfit.



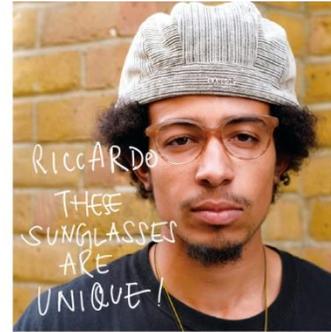
Anna Schwing
useful, cool, style



Neil Mackie
These sunglasses
make me feel
I'm exhibiting
an accurate
depiction of who
I am



NATALIE
GLASSES LIKE RED LIPSTICK CHANGE
EVERYTHING!!



RICCARDO
THESE
SUNGLASSES
ARE
UNIQUE!



Kaye
I love these sunglasses
I wear them as much as
I can.



Egon
These sunglasses are
wild!



Joanna
I think these sunglasses
are really cool

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EYEWEAR LOVERS IN THE FASHION CITIES

我們走訪四大時裝城市，看看不同個性的人如果演繹增永眼鏡。

End