

noo



**When
Luxury
Meets
Quality
And
Becomes
Art**



THE STORY ABOUT US

The Noo Eyewear story began where many good stories begin.... boy meets girl!

Boy (Eitan) full of dreams, positivity and energy who loves dancing around, meets girl (Camille), the girl you turn to when you need to get things done. The rest is history!

Noo Eyewear was then born along with a tribe of children and this year we celebrate our 20th year in the Optical industry. We are today the same family business we were in 2000, but with the addition of our new partner Omer Menahem. With our combined experience we now come to you with a firmer understanding of the role we play in the optical industry and what you, our customer needs.

We care about eyewear, but mostly we care about supporting independent Optometry. Considerations of quality, functionality and beauty are integral to our collection choices but it is key that you will love selling our frames as much as consumers will love owning them.

We are truly excited about the years ahead and we look forward to providing the best customer service we can imagine whilst sharing this vibrant, healthy and buzzing Optical space with you.

MASUNAGA™

*"It is always in our thoughts
to manufacture excellent
eyeglasses"*

Fukui, Japan is one of the three largest production regions for Optical frames in the world with 97% of all Japanese-Made optical frames being manufactured there. Company founder Gozaemon Masunaga engaged skilled craftsmen from Osaka and Tokyo in 1905 and commenced the manufacturing of his Eyewear.

Gozaemon established a guild system wherefore an association of artisans oversaw the craft of eyewear manufacturing in order to reach the desired quality. The guild system was integral in the development of the eyewear craft in Fukui.

There are as many as 200 manual processes involved in the making of a single optical frame. Masunaga Optical is the only company in Japan that has a factory in charge of all processes from raw materials through to production and finish in one integrated model.

Masunaga's mission statement: "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."

MASUNAGA™





MASUNAGA™

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1905



FRANÇOIS PINTON

- P A R I S -

The story of **François Pinton** eyewear began in Paris in the roaring twenties. A gifted artisan jeweller, Robert François Pinton, ran the prestigious house of Meyrowitz. High society of the time were drawn to its boutiques in New York, London and Paris, where Pinton befriended film stars like Marlene Dietrich and Cary Grant.

After the Second World War, Robert François Pinton worked in the Saint-Germain-des-Prés district of Paris, making friends with many celebrities such as Marcel Pagnol, Sacha Guitry and others from the French capital's renascent haut monde teeming with artists. During this time, he signed his first exclusive collections for the international elite, with the legendary 'Jacky O' model handmade for Jackie Kennedy Onassis. In 1953, he founded the Maison François Pinton. Later, in the sixties and seventies, Dominique Pinton, the son of Robert François, designed iconic models for the French Riviera jet set, like 'The Monaco', developed specifically for Grace Kelly.

François Pinton eyewear symbolised la dolce vita and French excellence in spectacle-manufacturing, as it still does today.

FRANÇOIS PINTON
- P A R I S -









“Kreuzberg Kinder”, the “kids” of Kreuzberg, know exactly what it means to be free.

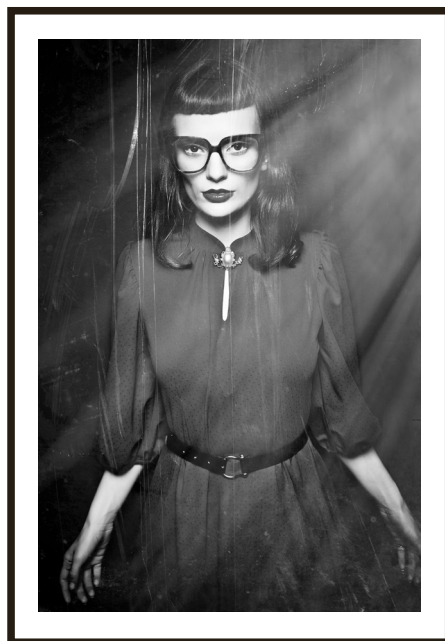
They know that to be free is NOT about living luxurious life on a yacht. Hell no.

Being free is about breaking the rules. It’s about tagging your name on a wall on a moonless night. It’s about squatting in an abandoned building. It’s about planting a kiss on a lover’s lips, and who cares about their gender. It’s about embracing your own contrasts and passion regardless of what anyone else thinks. These “kids” are our inspiration here at KruezburgKinder. We want to believe that true freedom requires rule-breaking and that real creativity flourishes only where borders and boundaries are crossed.

Our super chic and unique designs – influenced by real people living in the neighbourhood of Kreuzberg in Berlin – are made to the highest quality, but will not put a hole in your pocket or bring you to tears when you see their price. Ideas and dreams of artists, activists, shop owners, djs and even bankers, all residents of Kreuzberg – blend into the sophisticated simplicity of our collections.

Express who you are, or become someone else. Cross the boundaries and cut those chains. Break the rules.







Nathalie Blanc



PARIS

French designer **Nathalie Blanc** celebrated a victory at Silmo 2018 for model Suzanne 253, a gold rimmed round sunglasses design, that won the award in the category entitled, "Special Jury Prize".

Made exclusively in France, the winning design is described as having a pure and delicate form, with particular care placed on every detail.

"...the award shines the spotlight on the meticulous finishing work done by the French factories to achieve an outstanding model that is both elegant and rare..."



Nathalie Blanc



SENTE

B l a n c



We have eliminated the "e" from the traditional phrase "Made in Italy", to express the entirely Italian MAD creativity of our brand. Mad in Italy was launched within the Vista Eyewear company, an Italian company located in Alano di Piave - Belluno, which has over thirty years of experience in the production of frames and sunglasses.

madⁱⁿitaly[®]



gnoo
20th anniversary



EXPLORING THE WORLD OF MEN



EXALTO[®]
FRANCE



Magnetic clip-ons

Light weight

Comfortable

Easy

Polaroid



eyecroxx

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