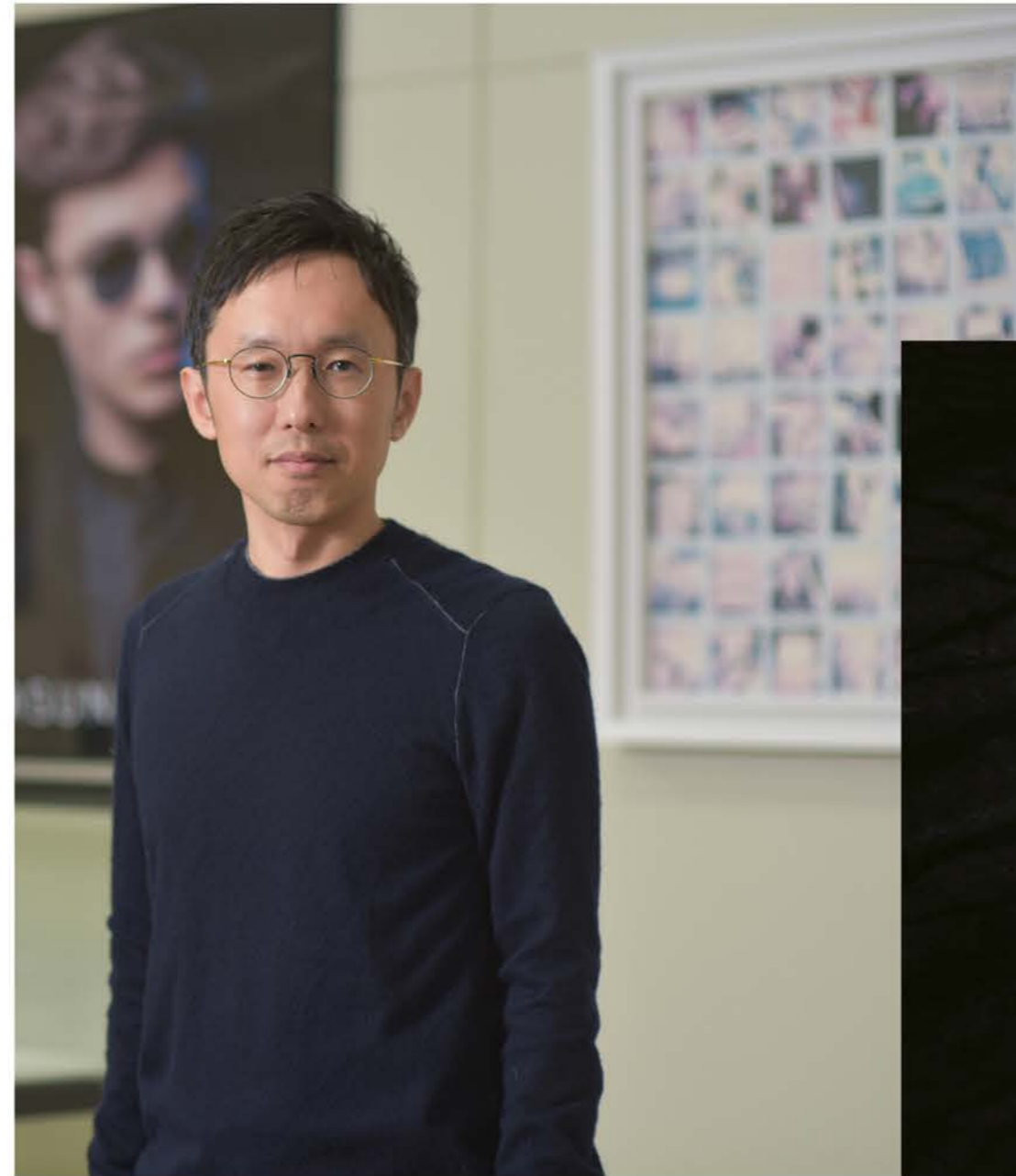


MASUNAGA



For the 2018 F/W collection, MASUNAGA introduces 13 new ophthalmic styles and 7 sunglass models, all including new mineral polarized sunglasses. The newest addition to MASUNAGA designed by Kenzo Takada's sunglass collection **BELLATRIX** is a classic square aviator shape featuring MASUNAGA by Kenzo Takada's Calligraphy Concept.

It is precisely constructed from one-piece titanium front with delicately pressed filigree details on all sides. The sun lenses are secured by the unique bridge part also having the pressed filigree detail inside. BELLATRIX's all-metal construction, the filigree details as well as the two tone colors on the bridge and the rim create its stunning beauty.

MASUNAGA **FUTURA** was named after 'Futura', a sans-serif typeface designed by Paul Renner and released in 1927. The font is based on the simple geometries, especially the circle. The stylish front design of FUTURA is inspired by the font's modernity and clean elegance. It comes in solid colors like gold and two-tone colors like brown/pink gold, purple/silver or shiny burgundy/black.

MASUNAGA GMS-115 is a square shaped combination frame featuring the detailed titanium front and ultra-thin acetate inserts. Delicate milgrain detailing on the temples and the bridge is created by highly skilled press technology. GMS-115 is available both in optical and sunglass styles.



Masunaga Optical was founded in 1905 by Gozaemon Masunaga and was the driving force behind the development of the optical industry in Fukui, Japan.

The birth of the MASUNAGA since 1905 collection pays tribute to the classic and timeless designs of Masunaga's own historic frames.

In September 1933, Masunaga Optical presented three solid gold frames to the Emperor of Japan when he visited the Fukui area.

The MASUNAGA G.M.S. (Gozaemon Masunaga Spectacles) series is directly inspired by the frames created for the Emperor.

In 1970 one of our products, the "Custom 72", was placed in the time capsule at the Osaka World Expo. This remarkable result of the Custom 72 has inspired the designs of the MASUNAGA collection.

Meticulous craftsmanship is evident in the countless steps of the manufacturing procedures. MASUNAGA does not rush the process. No shortcuts are taken, no compromises are made in the creation of each frame.

Featuring beautifully hand polished Japanese acetate, high grade pure titanium, durable seven barrel hinges, distinctive silver rivets, MASUNAGA since 1905 collection confirms what Masunaga Optical has achieved over the past century.

MASUNAGA™

www.masunaga1905.com