

SEEOO X LASNIK: The Future is Now!

The creative mind is haunted by ideas, and some of those ideas won't let go until you make them reality.

SEEOO is a classic and timeless Austrian eyewear brand, revolving around the unique small-sized, circular-shaped spectacles and their legendary Red Dot Design Award-winning *pince-nez*, founded by Gerald Lasnik.

His sons Martin and Andreas have followed their long-harboured vision of lifting their father's legacy of form to the next level by launching a collaborative project: SEEOO X LASNIK keeps the core elements of SEEOO while shifting its classical frame-setting into a timely context to form two acetate showpieces in white and tortoise, fit for a new generation's demand for style and sophistication and strictly limited to 100 pieces.

Being a family affair, very personal elements find their way into the spectacles' design and deeply enter the structure: the distinctive side pieces pay tribute to Martin's passion for glacier goggles and their characteristic wind guards while Andreas' love for breach of style contrasts their colors with the thrilling white of the corpus, breaking the standards of classic metal rimmed glasses and immersing into a novel sphere of eyewear aesthetics.

Handmade in Austria, the gold-mirrored lenses by ZEISS and the high end Mazzucchelli acetate provide the foundation of quality on which creativity synthesizes tradition and *zeitgeist* to reach a new level of authenticity and style.

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