

DAVSK

BORN IN COPENHAGEN | EYES ON THE WORLD



T H E N E W N E W

BK 29.01.2015 - 29.07.15 - RETURN WEEK 31
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OUR
DESIGN
AWARD
#71

L I N D B E R G 

LINDBERG 9700 - WINNER OF 7 INTERNATIONAL DESIGN AWARDS IN 2014

FRAMING IT RIGHT

GLASSES LINDBERG



WORDS *Moussa Mcbangama*

When I went to high school, two of my classmates wanted better grades. In order to achieve that, they purchased glasses. They didn't really intensify their studies or anything common like that. No, they each bought a pair of designer glasses (without strength, mind you) in order to get better grades – they were sure it would make them look clever and scholarly, or whatever. Little do I remember if they achieved their goal. This was years ago, after all. But they did try to make a statement.

Now, to make a proper statement you should take a look at these stunners by Danish glassmaker Lindberg. Combining innovative technology with the aesthetics of Denmark's famed design tradition, these specs won't go unnoticed. The front is made in unique water buffalo horn that ensures each and every frame is one of a kind. The color shadings and markings are different from horn to horn. It's an exquisite and enticing look highlighted by the extravagant sides: They're solid 18-karat gold. How cool is that? If that's not a statement, we're not sure what is – it's certainly not for your average basic.

Lindberg has won an astonishing number of international awards (71 and counting!) for its minimalist and functionalist Scandinavian frames, and the downplayed design combined with the unique materials calls for a truly stunning look. That's understandable, seeing how Lindberg keeps sending desirable goodies our way. So whether or not you need better grades, want to make a good impression, or just look cool, look to Lindberg. That's what we would do.



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