

鼻梁上的 精密建筑

 LINDBERG

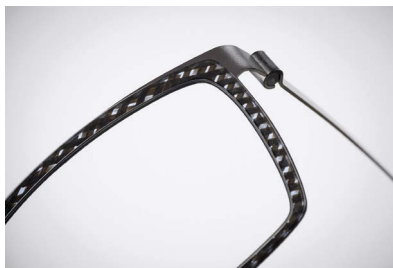
“眼镜是脸上的建筑，需要平稳地架在脸上，所以脸和眼镜从某种意义上融为一体。”作为品牌第二代首席执行官的 Mr.Henrik Lindberg 对于品牌设计的每一处细节都有着极致要求，LINDBERG 先后赢得了 78 项国际设计大奖，眼镜产品如今逐渐从光学眼镜系列拓展到墨镜系列，大胆突破向时尚伸出触角，经过时间考验的 LINDBERG 正重新创造一种高端时尚配件的新传奇。

撰文：FF

“丹麦”有着“沙滩、森林”之意，而来自丹麦的眼镜品牌 LINDBERG 就秉持着这种崇尚还原天然材质的朴质设计哲学，始终保持低调的品牌形象，但对于设计的极致追求让 LINDBERG 产品的国际声望不断扩大。LINDBERG 研发中有许多的经典眼镜款式，而其中大多是圆形的，于 1986 年诞生的世界第一款无框镜架是能够适应各种各样脸形的第一副眼镜架（Air Titanium），回头看，如今圆形眼镜依旧不过时，LINDBERG 呈现出了一种多角度的圆，像品牌精神里对于产品的固执追求。

拆解式的男士好玩意

想象一下，一副眼镜，就像变形金刚一般，拆分至每一部分再组装出只属于你的那一副。这也是 LINDBERG 特别的量身定制服务的迷人之处，个性化多样化选择涵盖至眼镜的每一处



1 / LINDBERG Showroom 内景图
2 / 9700 Strip 全框系列镜架
3 / LINDBERG 全定制的手工制作细节

细节，甚至可以选择自己喜欢的色彩，自由组合于镜架之上，使得每一个 LINDBERG 产品都成为卓越品质的代言。LINDBERG 就像是满足了男士的好奇心，这样的专利技术更是整个行业内无可取代的，堪称现代眼镜行业的革命先驱。与传统眼镜相比，

LINDBERG 还摒弃了所有多余又缺乏美感的螺丝、铆钉配件及焊接。取自于工业设计的独特制作工业，加上细节设计的精益求精让每一副眼镜的整体性都堪称完美，旨在让佩戴者体验到轻薄与舒适。在材质的选择上，钛金属、18K 金、天然牛角等特殊材料都在 LINDBERG 的技术研发下变身成为男士面部最精致的装点选材。加上极轻的重量（最轻款仅有 1.9g），考虑到配合人体工学，鼻梁和镜腿都可以随意调节，自由的变化贴合面部曲线。

这样的深入细节的定制服务让全球名人趋之若鹜，LINDBERG 还被丹麦王室指定为全球唯一御用眼镜品牌，企业家 Bill Gates、Rupert Murdoch，法国总统 Francois Hollande，设计师 Giorgio Armani，建筑师 Frank Gehrey 等都是 LINDBERG 的忠实拥趸。这些金脑袋的选择足以证明 LINDBERG 的魅力，“我们的策略就是创新力，并且保持最高品质。” Henrik 先生曾经这么概括道。而设计对于 LINDBERG 来说更是深入骨髓，关乎到的各个方面，不仅包括 LINDBERG 高质量镜架，还包含包装、柜台展示，零售店铺专区设计、广告文案以及任何能让顾客感受专属于 LINDBERG 身份认证的，都呈现出只属于 LINDBERG 的眼镜美学。■

Architecture for the Nose

LINDBERG

"Glasses are architecture on nose, and to some extent, the natural need for them to be steadily placed on the face makes them exist as one with it." Mr. Henrik Lindberg, second-generation of the family and CEO of LINDBERG, has an extremely high standard of requirement on all details of LINDBERG designs. LINDBERG has won 78 international design awards, and has started outreaching to the fashion industry by expanding its product lines from optical glasses to sunglasses. The time-tested LINDBERG is now marking a legend in high fashion accessories.

Denmark is often associated with beach and forest, and the Danish eyewear brand LINDBERG also insists on its design philosophy of simplicity by utilizing natural materials in its products. Low-profiled LINDBERG's brand image might seem, its exceptional design gives it a fast-rising reputation globally. With round shape being the majority of LINDBERG's classic eyewear design, its air-titanium glasses launched in 1986 were the world's first ever frameless glasses that suited all faces. Even today, round shape glasses are still trend-leading, just as LINDBERG's perseverant pursuance of its products.

Imagine a pair of glasses that can be disassembled to all parts and reassembled to one pair that only belongs to you – that is exactly the fascinating thing about LINDBERG's individual craftsmanship. Every tiny detail, even the color of the glasses, can be customized and personalized to clients' liking, making every single LINDBERG product an excellent example of its impeccable quality. LINDBERG's irreplaceable patented technology, innovation and engineering have revolutionized modern eyewear. It has also done away with unnecessary yet fashion-devoid elements in traditional eyewear such as screws, rivets and welds. Perfectly crafted with industrial design techniques, and with no-compromise attention to detail as well as wholeness, each and every pair of LINDBERG glasses is made to achieve both lightness and comfort for its wearer. With the use of titanium, gold and natural animal horn on frames as light as 1.9g and highly adjustable nose pads and temples to fit the facial features, LINDBERG makes a simple pair of glasses the most elegant face accessory for men.

Being the sole appointed eyewear brand by the Danish loyal family, LINDBERG's made-to-order individual craftsmanship has also earned a loyal following among many famous persons around the world, including entrepreneurs Bill Gates, Rupert Murdoch, French President Francois Hollande, designer Giorgio Armani, architect Frank Gehrey, whose choosing all firmly tells the unique charm of LINDBERG. "Our strategy is to innovate, and maintain the best product quality," as once said by Mr. Henrik, the unique LINDBERG design aesthetics is everywhere, from its high quality frames to retail store design, product display, packaging, advertising and everything else that speaks for its clients' LINDBERG identity.