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Jewellery for Your Face

Text: Penny Lane
Images © LINDBERG

One of the world's leading eyewear design companies started when Danish optician Poul-Jørn Lindberg couldn't find any lightweight glasses that he liked in the late 1960s. In vain he sought more comfortable eyewear that served to complement rather than overwhelm the face. Finally, he decided to start developing and making his own, using just titanium wire to hold the lenses in place.

Now run by Poul-Jørn's son Henrik Lindberg, Architect M.A.A., LINDBERG has become a global eyewear sensation, reputed for its combination of cutting-edge innovation and traditional Scandinavian design.

The small, family-owned Danish company sets the bar when it comes to exploring the endless possibilities of modern glasses. Fashion meets function in every LINDBERG creation, which exudes

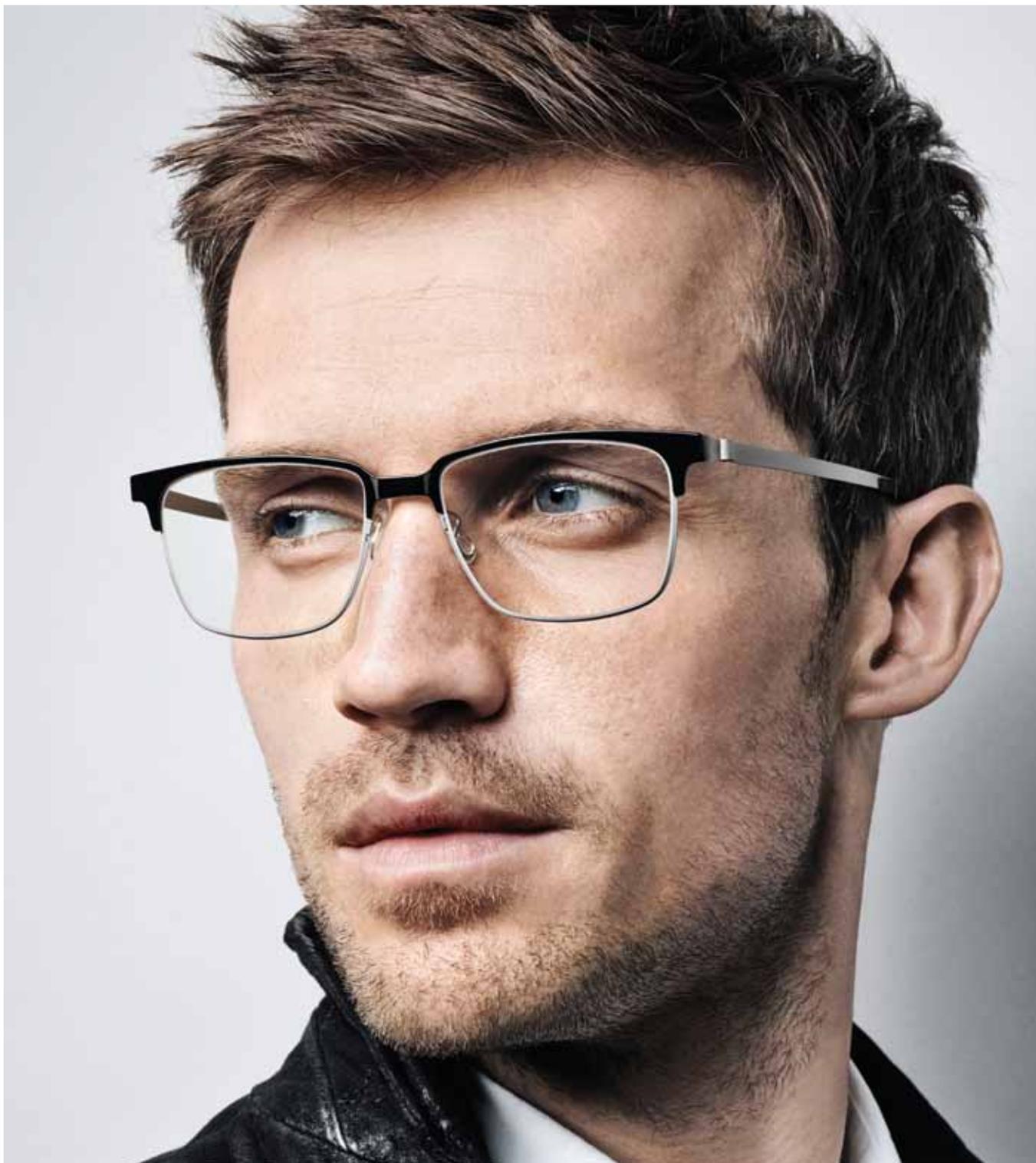
discreet, classic elegance and carefully engineered simplicity.

The ultra-lightweight frames are customised for every face - both in terms of comfort and aesthetic appeal. LINDBERG's design-driven mindset is to "do more with less". No screws, rivets, or welds can be found in their frames, and some weigh less than two grams. Being made of titanium makes them not only thin and unimposing, but also flexible, adjustable, and extremely durable. When Poul-Jørn first started using titanium in the mid 1980s, it was completely new to the eyewear industry, and a challenge to master. Yet his spirit of innovation persisted, and remains at the heart of the brand today.

"The materials you use and the way you design, engineer and manufacture is very important. You shouldn't actually feel that you are wearing a LINDBERG," explains Henrik.

Aside from their skilful use of medical titanium, LINDBERG frames also feature customised nose pads (made from medical rather than traditional silicon) to fit every shape of face. A variety of different models also make use of other top-quality materials, including white gold, rose gold, yellow gold, and platinum. The craftsmanship and individuality of each piece is not tainted by overt branding, and wearers have the option of having their names, personalised messages or phone numbers, for example, engraved on the inside of their frames.

In keeping with Danish design tradition, LINDBERG pieces are made to order, and each piece boasts its own unique serial number. All the frames can be made in myriad colours and materials, with innovative details and accessories. "What we do sits in the middle of people's faces



and it's the first thing you notice," says Henrik of LINDBERG's meticulous preoccupation with personalised perfection.

The brand's prolific design output is made possible by its expert combination of advanced technology and unrivalled craft skills. All LINDBERG products are designed and made in-house, and even the oft-unusual machinery in the factory is all made, modified or repurposed in-house. The latest technologies are used in conjunction with the same tools developed at the outset of the brand, creating a range of products that are at once timeless and ahead of the rest.

LINDBERG is even careful about who is able to sell and adjust their frames. "We are directly involved in the training and servicing of our partners around the world," explains Global Communication Manager Christina Sunn. "Opticians who like to work with high-end products that will surprise and delight discerning customers are usually those up for the Lindberg challenge. We demand a mindset of thinking differently, pushing boundaries and inspiring a real appreciation for the craftsmanship that goes into the pieces. We are fortunate enough to have a leading, timeless concept, but it takes some

knowledge and discernment to appreciate the extent of this."

Purveyors to the Danish court, Queen Elizabeth II, the Pope, the Dalai Lama, Brad Pitt, Angelina Jolie, and a host of other noteworthy customers, as well as the recipient of over 70 design awards, LINDBERG has created a product that appeals to everyone from politicians and business magnates to Hollywood celebrities, thanks no doubt to its impeccable standards, uncompromising aesthetics, and technical innovation.

For more information visit www.lindberg.com.