

# SLOW

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# Elegant Eyewear

**T**he thing about LINDBERG eyewear is that you have to see it to believe it. Or, better yet, experience it first-hand. Staying true to the integrity of Danish design standards, the company's ground-breaking minimalist designs are about as good as it gets when it comes to purist optical creations. Weighing in at as little as 1.5 g, the innovative eyewear has broken ground in the use of materials, construction methods, and technical features using the very gentle but extremely robust alloy of titanium, as well as screw-free hinges and light-weight supplies.

With a trophy case laden with design awards from across the globe – even beating Apple and BMW by winning the coveted *Good Design Award* in Japan – LINDBERG is undeniably the leader of the pack when it comes to fashion-conscious and functional eyewear. The creations adorn the faces of Danish royalty, as well as the likes of Elton John, Robert De Niro, Tyra Banks, and just about anyone who is anyone in the know.

## **History**

It all started back in 1969 when Poul-Jørn Lindberg, a Danish optician, opened up Lindberg Optik together with his wife, Hanne, in the centre of Århus, Denmark. Fourteen years later, when his own eyesight started to fail him and he had to start wearing glasses himself, he was surprised that no frames in his own shop actually appealed to his

personal taste – he found all the frames too heavy, uncomfortable, and rigid. It was in that moment that Lindberg made the decision to design something the world had never seen before. He wanted to create a new range of eyewear that was comfortable, lightweight, versatile glasses that were virtually invisible to the eye. Eyeglasses that he'd want to wear himself. And so, in 1983, he teamed up with architect, Hans Dissing of Dissing+Weitling, and embarked on a project that would ultimately set a benchmark for eyewear across the globe: a sleek, elegant design that would not skimp on comfort or functionality.

The first design to come from the inventive duo was the iconic Titanium Air, a timeless design that continues to win awards to this day. To the awe of the public at the time, these unique glasses did not have a screw in sight and were rimless, seamless, and fashioned from an incredibly strong and durable metal alloy. The superior flexibility and customised design ensured that each pair of glasses fit the contours of the wearer's face perfectly, and the pure weightlessness and clean, slick design took the optical and fashion world by storm.

In 1984, Lindberg Optic Design opened its doors and, with the help of Lindberg's son, Henrik, an architect by trade and now current owner of LINDBERG, the very first Titanium Air frames were available for retail. Within their first year, the much adored Titanium Air frames were donned by Her Majesty Queen Margrethe II and HRH Prince Henrik of Denmark, which subsequently resulted in the granting of the Danish Royal Warrant of Appointment to LINDBERG in 2009 – an honour bestowed upon the preferred esteemed suppliers of goods to the royal family.

#### **Design and Craftsmanship**

Henrik Lindberg is passionate about the brand's philosophy: "If we do it, we do it 100%." His keen eye for striking design was something his father admired. "My father was very creative when it came to choosing materials to craft eyewear, and one day he consulted me about some manufacturing problems. After analysing the situation, we realised that the production of our eyewear would require investments of both time and money, as well as more manpower. That's how I ended up coming on board full-time," he recalls.

Merging high-end design with absolutely beautiful aesthetics is LINDBERG's trademark and something that the company has stayed true to since its inception. Unlike any other frames on the market, LINDBERG insists on a one-of-a-kind blend of masterful attention to detail, individual craftsmanship, and patented technologies which work together to form something rather special. Materials include titanium, acetate, gold, platinum, diamonds, as well as the second edition to the ever-popular buffalo horn range that is even thinner and lighter than before.

Revolutionising modern eyewear, the brand has done away with screws, rivets, and welds which seem to be the cause of most frustration when purchasing glasses. "In LINDBERG eyewear, there is an obsessively considered reason for every line, angle, fixture, and detail. In LINDBERG frames, everything that causes problems with ordinary glasses is done away with. There are no rivets or welds to break, and patented screwless hinges mean there are no screws to work loose," says Henrik.

Each and every single frame is made to order at LINDBERG, customised to individual preferences, hand-finished, and individually marked with a unique number or even your name which is intricately engraved on the inside, hardly visible to the naked eye.

#### **LINDBERG Sun**

It wasn't long before LINDBERG evolved into designing a range of sunglasses with styles that are increasingly fashion-forward, but maintaining the timeless design elements and functionality. In the case of LINDBERG Sun, first launched in 2009, size doesn't matter – no matter how big your choice of frames, the glasses still remain extremely light-weight and comfortable. Increasingly a fashion statement, they undeniably put across the message of the wearer having exceptionally good taste. "Their cut-down minimalism helps highlight distinctive faces and the personal presence of the wearer, while blending subtly with a wide range of fashion styles. One particular reason why many design devotees appreciate our frames lies in the uncluttered look. These frames are free of the visual noise that so often characterises fashion eyewear," says Henrik. "They're also free of the brand-name bling effects, making our frames the epitome

of laidback, discreet good taste. In fact, we don't put our own name on the glasses at all. Instead, it's the wearer who can choose to have his or her name discreetly engraved on the inner surface of one of the temples."

The LINDBERG Sun 2016 collection is remarkable, bridging the gap between the ever-evolving world of high fashion and hand-made quality. With some eclectic designs thrown into the mix – particularly in the women's collection – the sunglasses offer a contemporary, sophisticated, and cosmopolitan quality to the wearer with progressive lines and shapes that stand out from the rest of the market. Each pair of sunglasses is 100% customisable, offering clients the option to choose between three different temple lengths, add prescriptive lenses, and adjust their glasses' nose-bridge, nose pads, and earpieces to ensure the best fit. Working with specifically trained retail partners, one can purchase a pair of LINDBERG bespoke sunglasses, which are then hand-finished and customised within LINDBERG's lab in Denmark and air-couriered to the optician, all within a week.

#### **A Worthy Investment**

When it comes to investing in first-rate eyewear that will not only stand the test of time in terms of functionality and quality, but also adopts exclusive designs, intricate craft, and technical innovations, these glasses are a good investment.

Often, the money you are spending on other eyewear brands is going towards outsourcing design and manufacturing. LINDBERG is different. With 79 prestigious design awards for technical innovation under its belt, the brand has proven itself time and time again, even receiving a Warrant of Appointment by the Danish royal family. LINDBERG is a cut above the rest – the perfect choice for those who suck the marrow out of life and appreciate quality and craftsmanship like no other. Determined to live up to its basic mantra that if you're going to do something, it's worth doing it exceptionally well, LINDBERG is the investment many have been waiting for.

For more info, visit [www.lindberg.com](http://www.lindberg.com).

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