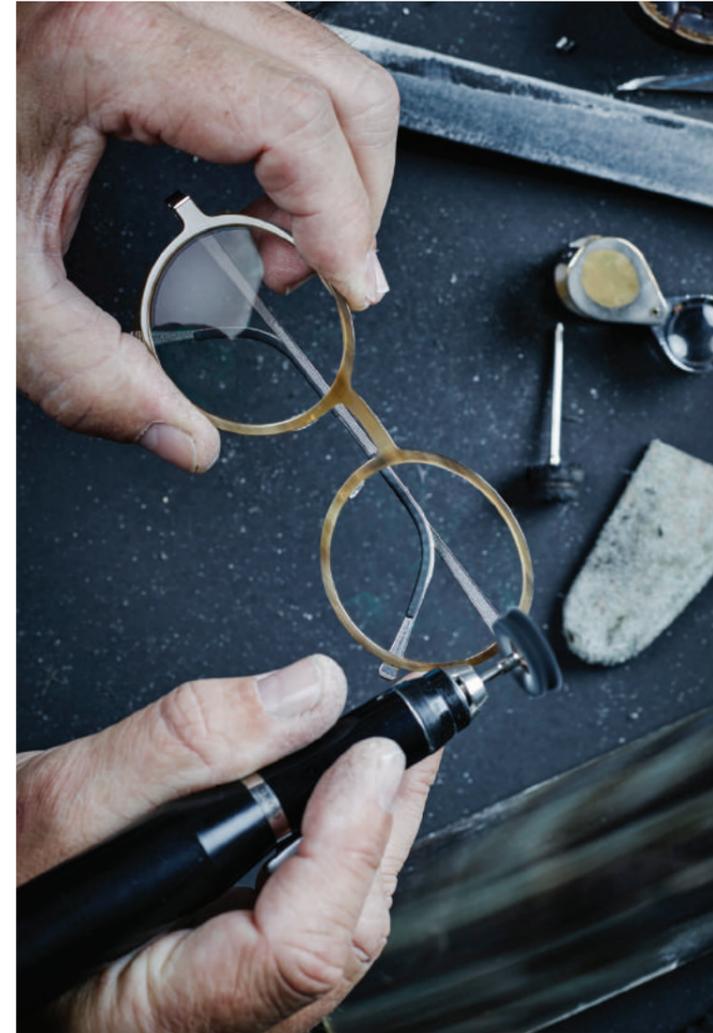


Simple, Elegant, Pure

Text: Julie Graham
Images © LINDBERG



Air Titanium Rim. Model: Max Colour GTK204 >



^ Handcraft LINDBERG Horn



^ Henrik Lindberg, designer / architect m.a.a. CEO

Danish eyewear label, LINDBERG, an internationally renowned trendsetter synonymous with timelessness, introduces the LINDBERG Horn range to its already impressive assortment of top quality eyewear. With serious fashion power, this extraordinary design pays homage to the inherent beauty of nature.

The 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 ground-breaking minimalist designs of the company are about as good as it gets when it comes to purist optical creations. Weighing as little as one and a half grams, 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, and Tyra Banks.

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 was looking for comfortable, light-weight, versatile glasses that were virtually invisible to the eye - eyeglasses that he would want to wear himself. 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 AIR Titanium, 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 titanium wire. 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 Optik 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 AIR Titanium frames were available for retail. Within their first year, the much adored AIR Titanium 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.

“ 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.

Design and Craftsmanship

Henrik Lindberg is passionate about the philosophy of the brand: “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 is how I ended up coming on board full-time,” he recalls.

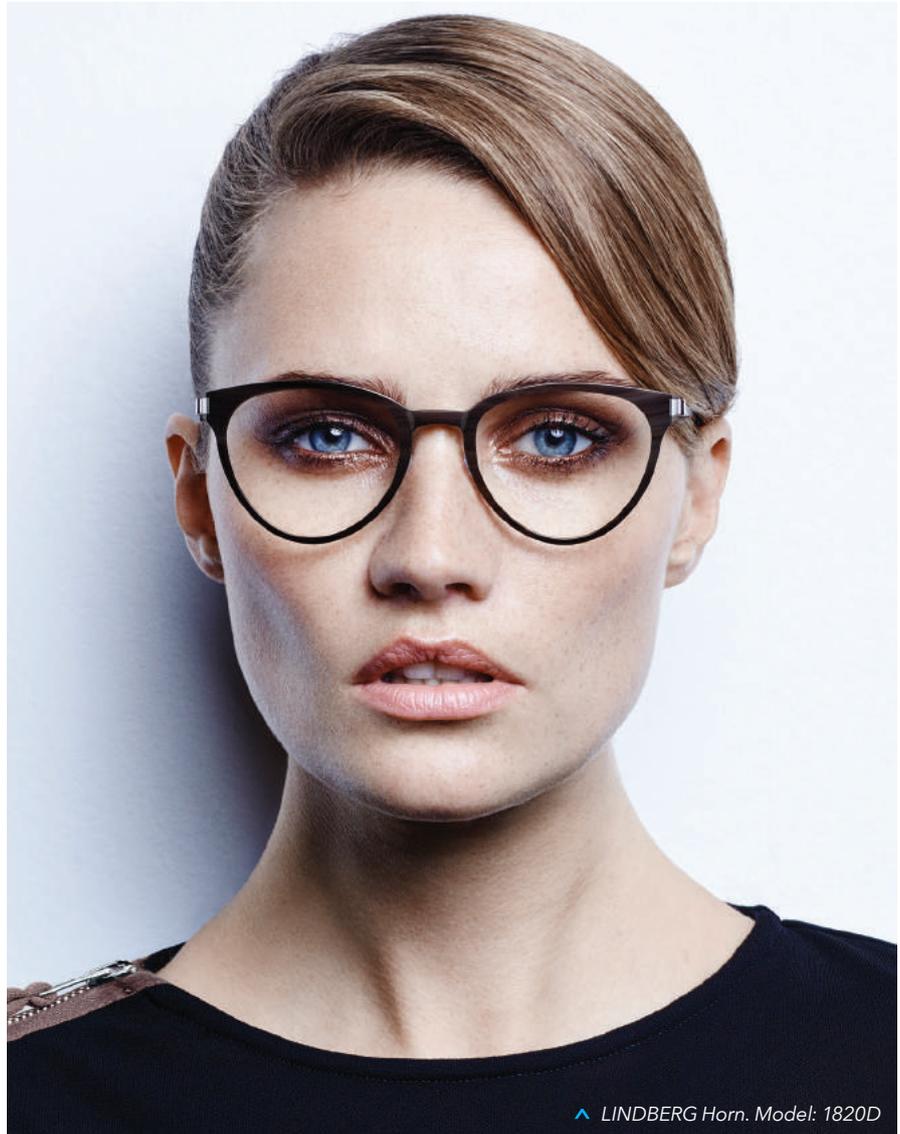
Merging high-end design with absolutely beautiful aesthetics is the trademark of LINDBERG, and something that the company has stayed true to since its inception. Unlike any other frames on the market, LINDBERG insists on a one-of-a-kind blend of masterful attention to detail, individual craftsmanship, 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 LINDBERG frame is 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 Buffalo Horn

A revolutionary design that stays true to the LINDBERG reputation for steering away from the mainstream and following



▲ LINDBERG Horn. Model: 1820D

its own distinctive path, is the LINDBERG Horn range, which makes use of natural horn material. Completely sustainably and responsibly sourced, the horn is either obtained from domesticated water buffalo from India or, for those wanting to dig deeper into their pockets, venerable Asian yaks, incredible giant-horned African Ankole-Watusi cattle, or Siberian mammoths, recovered from the permafrost, are luxurious options for inimitable frames that are quite simply unmatched. Despite being extremely durable, horn can also be brittle and rather porous. The team at LINDBERG, however, have found a way to merge this delicate, natural material with ultra-strong lightweight titanium for maximum strength and quality. Meticulously laminating two millimetre slivers of the horn together, considering the beautiful natural shading and colouring, the horn range is not only durable, but no two pairs of glasses look the same. This is fashion at its most ground-breaking, and a pair of sleek LINDBERG Horn frames make a unique statement of timeless personal style.

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 82 prestigious design awards for technical innovation under its belt, the brand has proven itself time and time again. 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 are going to do something, it is worth doing it exceptionally well, LINDBERG is the investment many have been waiting for, and the new LINDBERG Horn range is upping the ante even further.

For more information, please visit www.lindberg.com. ■