

RETROSUPERFUTURE



ABOUT

RETROSUPERFUTURE is a leading brand producing outstanding contemporary eyewear. Founded in Italy in 2007 by Daniel Beckerman, RETROSUPERFUTURE has become highly popular for its eclectic collection of colorful acetate sunglasses.

Starting from a classic, clean silhouette, RETROSUPERFUTURE has gradually built up its impressive collection, currently comprising of a long list of timeless yet cutting edge shapes. RETROSUPERFUTURE now stands as one of the most fearless contemporary eyewear companies.



Since its inception, RETROSUPERFUTURE's goal was to develop high quality eyewear, with a distinctive design at an affordable price. Entirely handmade in Italy, RSF eyewear is produced by some of the world's best eyewear manufacturers, known for their experimentation with new production techniques, finishings, materials and detailing.

By teaming with exclusive companies like the German ZEISS, Retrosuperfuture has added a layer of quality eye-protection perfect for an extended everyday use. Recognized for its distinctive mix of eclectic aesthetics and beyond exceptional manufacturing quality, each new RSF collection consists of a selection of silhouettes developed through constant research of references, materials, finishings, colors, textures and shapes.

RETROSUPERFUTURE's iconic products are a continuous source of inspiration and the result of a playful interpretation by the brand's creative team.



RSF STORES

HQ | Showroom
Via Ferdinando Bocconi, 7
Milano, 20136
Italy

NY | Showroom
6th floor
220 W 19th st
New York, NY

RSF Store LA
3531 Sunset Blvd,
90026 Los Angeles CA

RSF Store Moscow
Rozhdestvensky Blvd, 5/7
Moscow, Russia, 107045

RSF Store Mexico City
Av. Tamaulipas 141, Condesa, CDMX
Mexico City, Mexico





RSF ICONS

It ain't easy to
make an icon.

RSF ICONS



Retrosuperfuture designed and produced numerous original shapes over its 12 years of existence, yet only 5 have been awarded the RSF Icons status. They are distinctive, timeless and contemporary. They are on the path to become fashion standards like: Converse Chuck Taylor, Prada Nylon Backpack, Levi's 501 and so on...



FLAT TOP





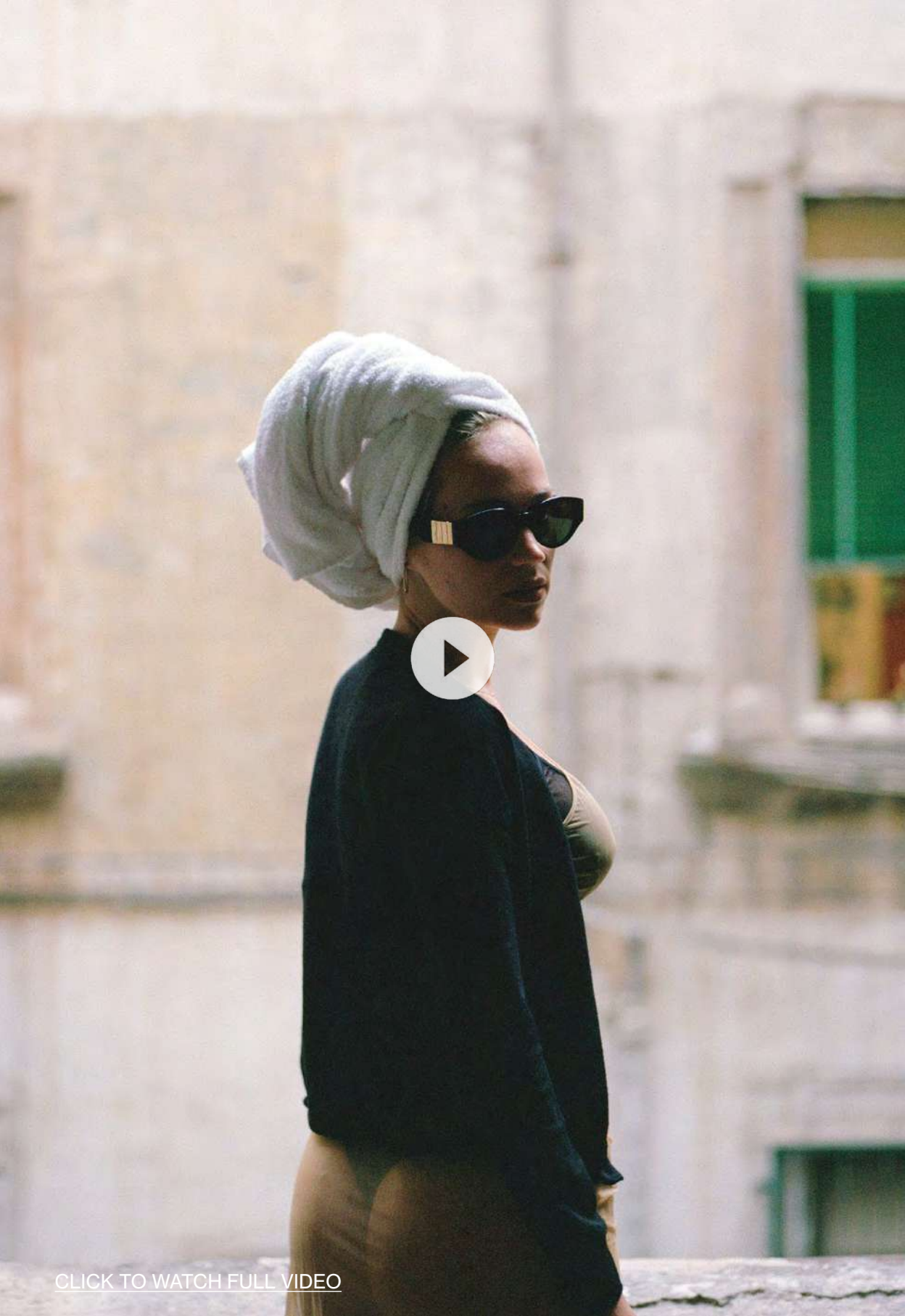


RSF CAMPAIGNS









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SPECIAL DROPS

XZ



LIMONE

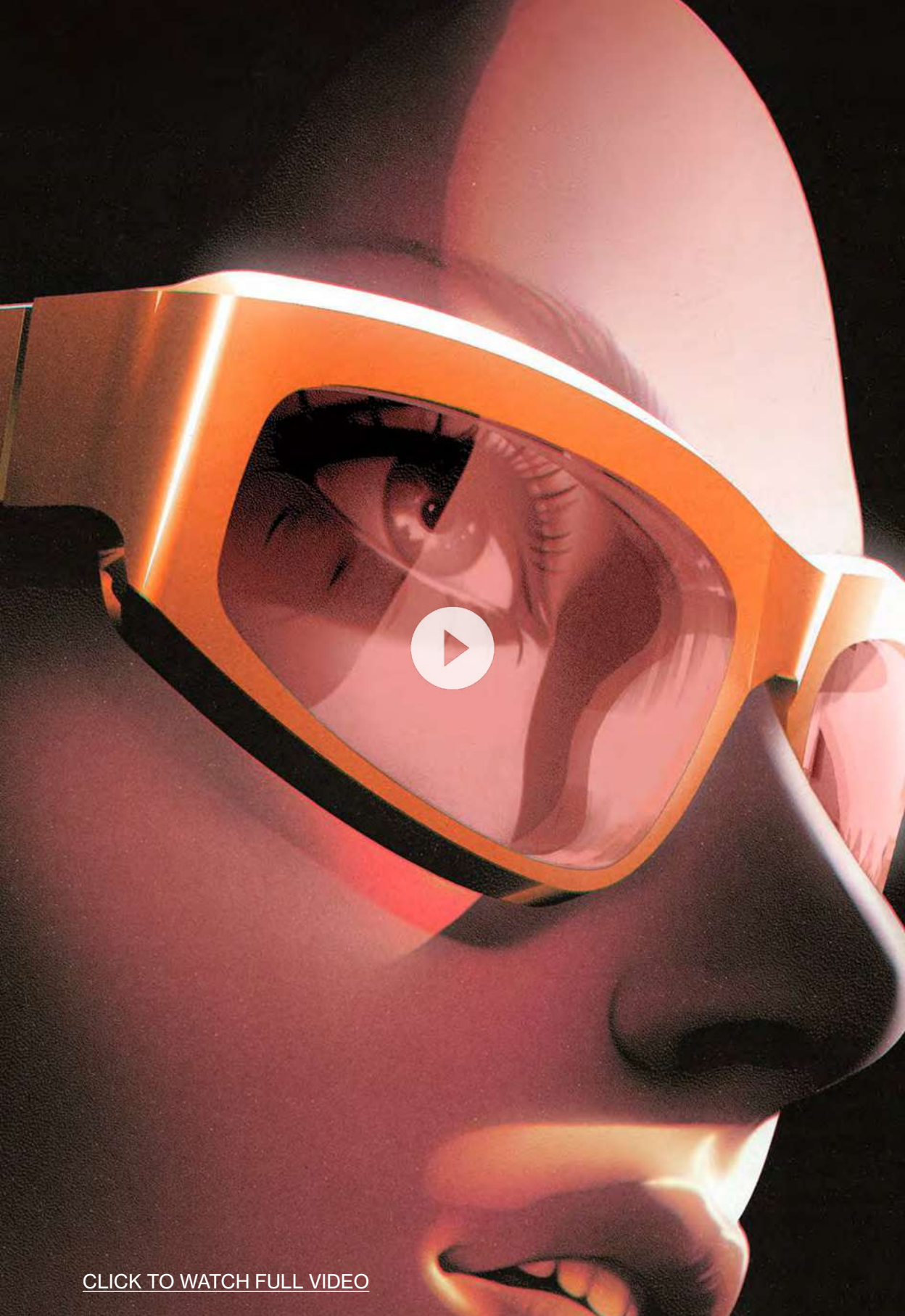




MOTORE



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[CLICK TO WATCH FULL VIDEO](#)

ISSIMO CHROME



FRANCIS



BONES



COLLABORATIONS

A BATHING APE

RETROSUPERFUTURE works on an exclusive new collab with the cult Japanese brand A Bathing Ape®. A key player in modern streetwear, BAPE® was founded in 1993, imagining a utopian, post-human world of references for a cutting-edge clothing line.

RSF / BAPE (2019)



VAULT BY VANS

RSF / VAULT BY c collection is an iconic collaboration that celebrates the essence of classic streetwear culture. Synonymous with timeless and authentic style, Vans is an authority and icon in the scene. For the first time, RSF expands beyond the realm of eyewear, designing a color-coded capsule collection that includes footwear and long-sleeve tees.

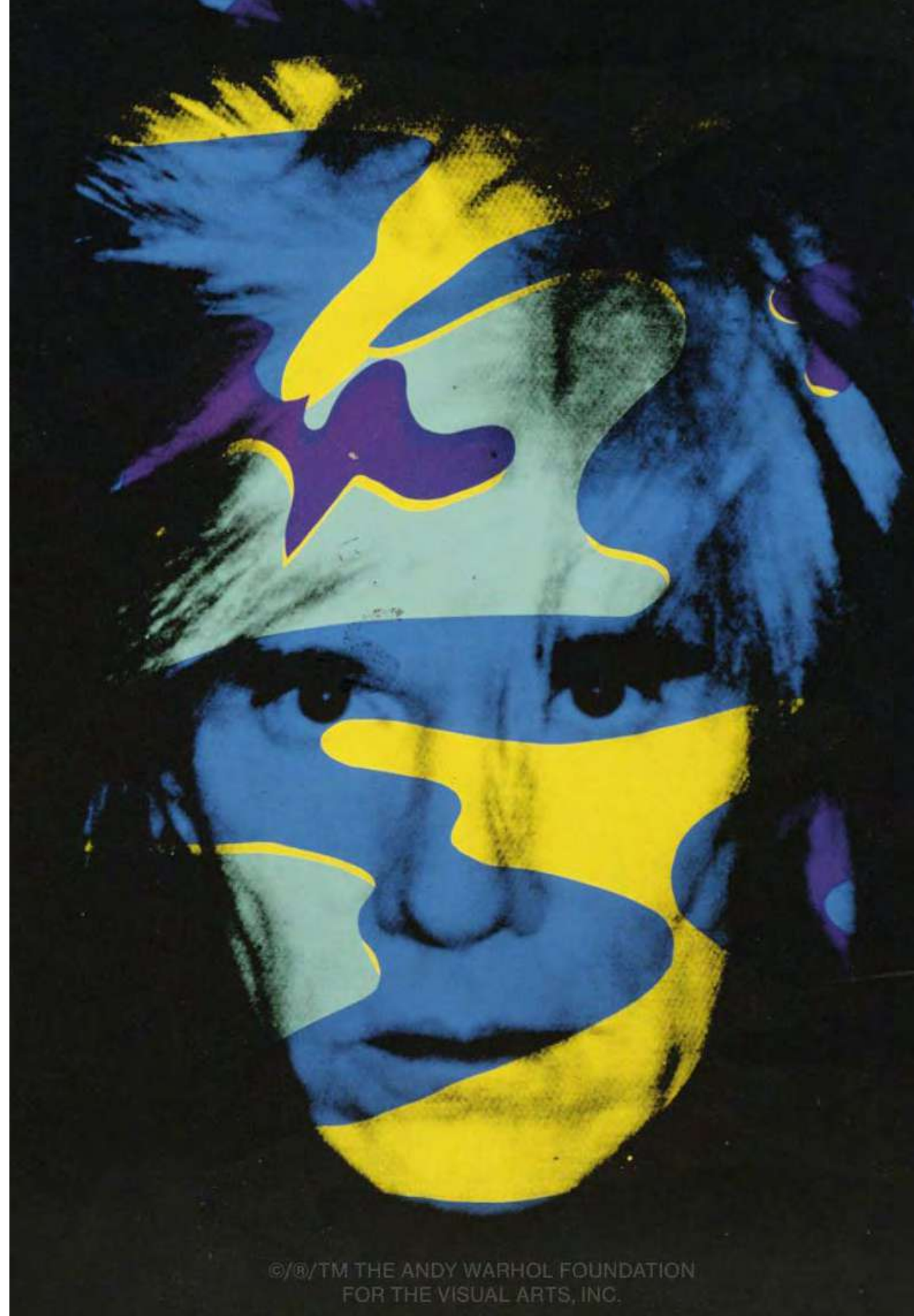
RSF / VAULT BY VANS (2019)



ANDY WARHOL

Since its founding in 1987 in accordance with Andy Warhol's will, The Andy Warhol Foundation has established itself as among the leading funders of contemporary art in the USA. The ongoing collaboration with Retrosuperfuture is part of the foundation's effort to present and celebrate Warhol's legacy in new and unconventional ways.

Camouflage (2019)
Flowers Series (2018)
Eyes Series (2017)
The Iconic Series (2016)
AW II (2015)
Self-Portraits (2014)





MIDNIGHT RAVE

MIDNIGHT RAVE, a series of pop-up raves and exclusive merch mad in collaboration with some of the most notable companies, is the brain-child of ASAP Rocky's Awge and Shane Gonzales's MIDNIGHT STUDIOS. MIDNIGHT RAVE is the experimental and multi-visionary expression of a brand's complete experience from the identity to community, to multi-sensorial show and human interactivity that brand-culture can bring.

RSF / MNR (2018)



SUNNEI

RETROSUPERFUTURE® and SUNNEI are united by a shared vision of personal style, marked by a fusion of traditional craftsmanship and innovation, where experimental materials and silhouettes are paired with an effortless and timeless design approach.

RSF / Sunnei II (2019)
RSF / Sunnei I (2017)



ACW

Founded by British designer Samuel Ross in 2015, A Cold Wall* seeks to renegotiate the contemporary approach to menswear by blending formal research with material innovation. A Cold Wall* has over the last few years evolved into a unique global phenomenon, known for its unique approach towards menswear.

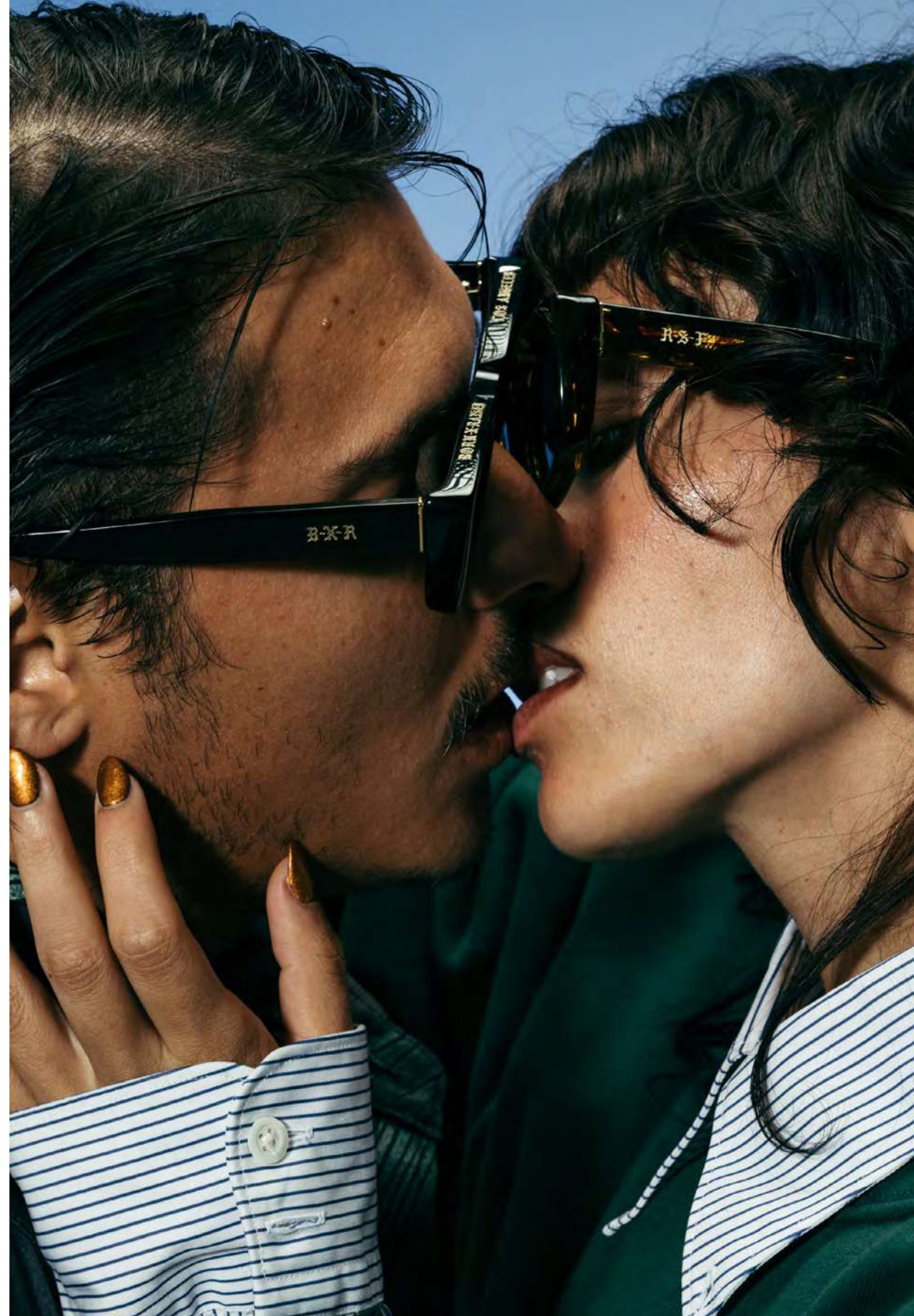
RSF / ACW IV (2022)
RSF / ACW III (2022)
RSF / ACW II (2021)
RSF / ACW I (2021)



BORN & RAISED

Born X Raised was founded in 2013 by Spanto and 2tone to preserve the identity and culture of Venice, California, its founders hometown. In the past 10 years, Born X Raised has grown to become an international phenomenon, firmly rooted in the history and identity of Los Angeles subcultures.

RSF / Born x Raised (2019)



ARTHUR KAR

RETROSUPERFUTURE is always finely attuned to contemporary urban culture: from music and fashion, to art and design. This is a core DNA that it shares with L'Art de l'Automobile, the Parisian brand whose passion extends beyond the car industry into all areas of contemporary culture. Well-connected to the worlds of fashion, music and design, L'Art seek to connect their passion for car culture to wider fields of creative expression.

RSF / KAR (2021)



MARK GONZALES

Mark Gonzales is a pioneer of modern skateboarding and a cult figure in contemporary arts and popular culture. For RSF, this collab is a reminder of its origins in contemporary street culture, with Gonz featuring as one of the key figures whose style and attitude inspired the brand at its inception.

RSF / Mark Gonzales II (2022)



ARIES

Aries is a luxury streetwear brand born out of an ongoing love for street wear, trash culture and outsider art and illustration. The RSF / ARIES Zed was conceived as a genderless silhouette whom playfully mixes diverse conceptual references, from high-tech sportswear to sleek aesthetics of contemporary design.

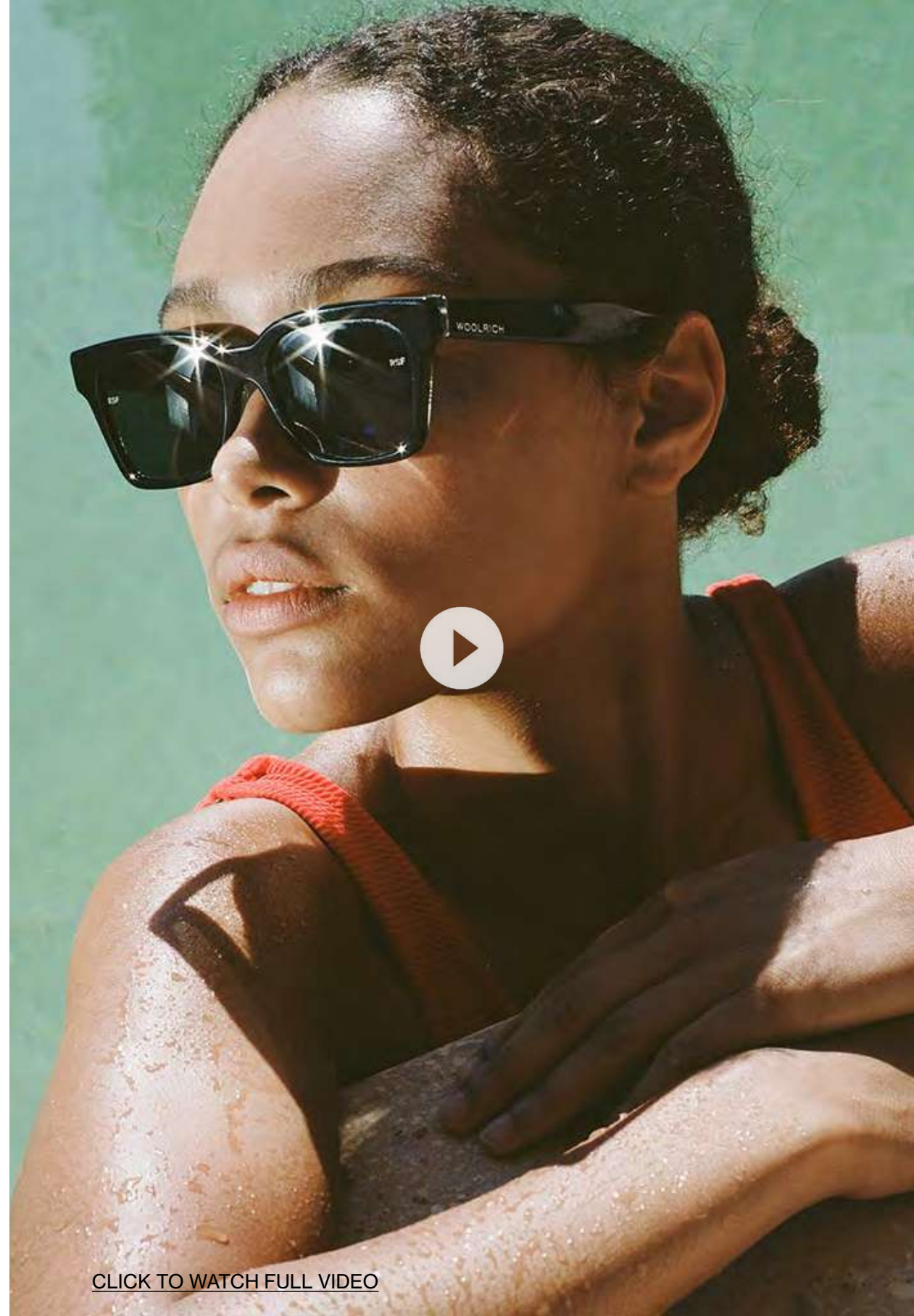
RSF / ARIES (2022)



WOOLRICH

Woolrich is the oldest manufacturer of outdoor apparel in the United States, known for their authenticity, durable garments and essential, classic design. Building on this rich heritage, this collab is reviving a key pattern from Woolrich's archive – the Buffalo check – to design an exclusive line of sharp contemporary products. Emphasizing this iconic pattern, the partnership sees three timeless RSF silhouettes dressed up with the Buffalo check.

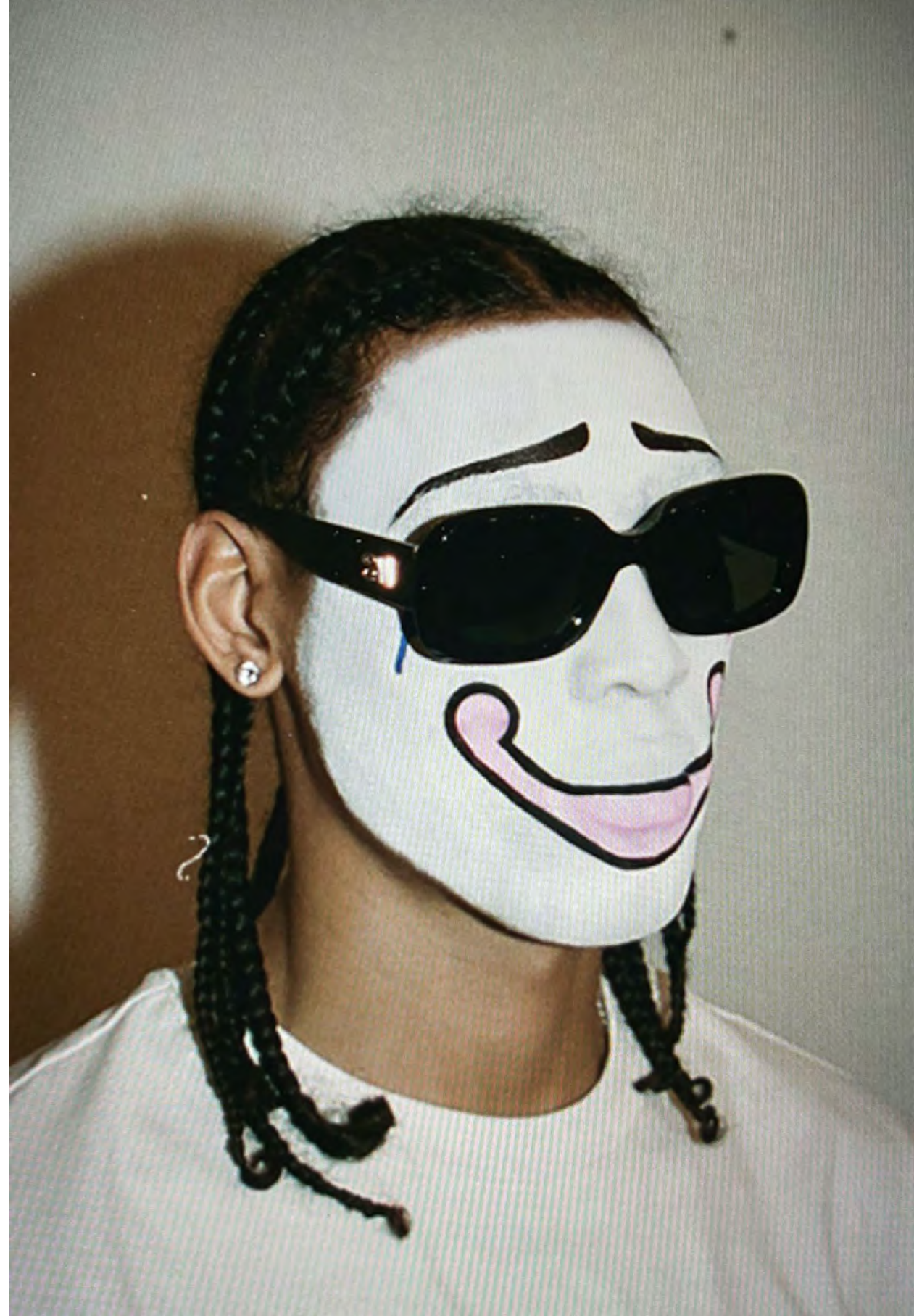
RSF / WOOLRICH (2020)



SAINTWOODS

Established in 2006 in Montreal, Saintwoods has positioned itself as an eclectic collective, developing projects that spanned creative fields across design, music, food and fashion. RSF and Saintwoods re-unite to release an all-black version of their Virgo: Big, oversized, thick, flirty and very proud to be so!

RSF / SAINTWOODS (2023)



RAZER

Razer, the leading global lifestyle brand for gamers and Retrosuperfuture (RSF) announced an exciting new collaboration curated by D-CAVE, the lifestyle space of the metaverse. This is Razer's first collaboration on fashion eyewear and the partnership sets out RSF's foray into the gaming scene as a natural extension of its unique brand positioning at the forefront of contemporary streetwear market.

RSF / RAZER (2023)



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RAINS

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RSF / RAINS (2022)



OFFICE

Retrosuperfuture and New York-based Office Magazine get together for a daring interpretation of RSF's ultra-fast Ora design.

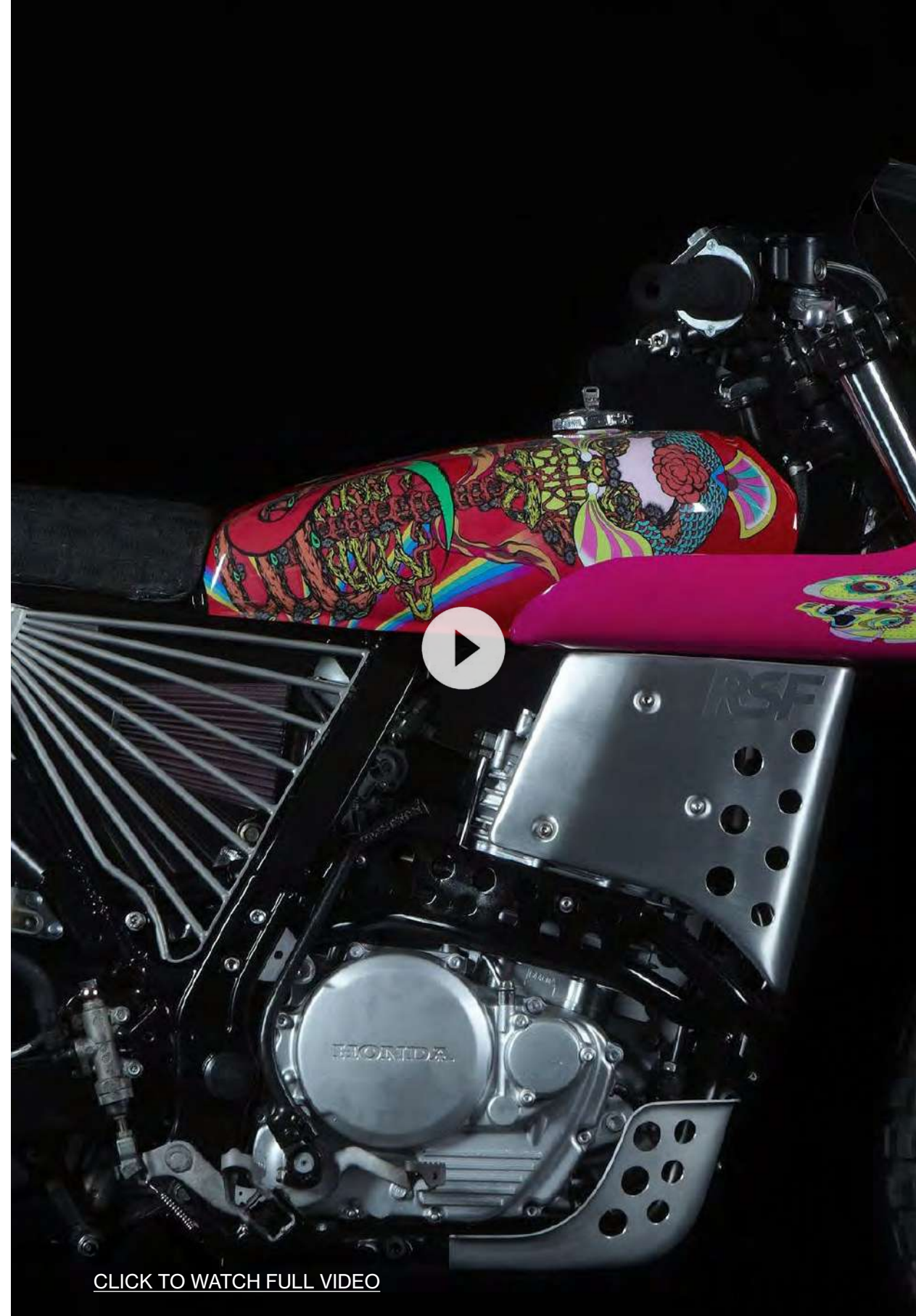
RSF / OFFICE



MOTORPSYCHO – KEIICHI TANAAMI

Keiichi Tanaami is a renowned Japanese artist known for his psychedelic and pop art. His work features vivid, surreal imagery and has had a significant influence on contemporary art. Keiichi Tanaami put his creative touch to work customizing a motorcycle for the RSF, infusing it with his unique artistic flair.

RSF / MOTORPSYCHO



MEDEA

Known for its unique partnerships with some of the most innovative contemporary global realities, Retrosuperfuture is pleased to announce its latest collaborative project with Medea. Medea is an independent Italian brand, the brainchild of twin sisters Camilla and Giulia Venturini.

RSF / MEDEA (2023)



MARCELO BURLON

Known for its bold vision of contemporary menswear, Marcelo Burlon County of Milan has established itself as one of the leading voices of style from Italy. RSF and Marcelo Burlon's partnership builds on that shared universe of music, art, design and cultural references rooted in the Milanese scene.

RSF / MARCELO BURLON (2021)



IZZUE + SUI

Izzue is a contemporary fashion brand based in Hong Kong. It is known for its trendy and urban streetwear style. Izzue is recognized for its innovative designs and collaborations with artists and designers.

RSF / IZZUE + SUI



HIGHNOBIETY

RETROSUPERFUTURE continues its ongoing, long-lasting partnership with the exclusive style and youth culture platform Highsnobiety. Now on its fifth collaboration, RSF and Highsnobiety have come together to launch an exclusive product in the occasion of the media brand's Not in Paris 2023 edition.

RSF / HIGHNOBIETY (2022)



ECAL

Retrosuperfuture asked the prestigious Swiss school ECAL to interpret its 10th anniversary and create a celebratory pair of sunglasses that would encapsulate the brand's ethos and history. The resulting piece is a symbolic interpretation of the iconic Ilaria silhouette that will be produced in a limited edition for the brand's 10th anniversary.

RSF / ECAL (2018)



DANIËLLE CATHARI

Daniëlle Cathari is an Amsterdam based designer. Cathari's work plays upon the concept of 'complementing contrasts' explored through her designs and creative vision. Her work is founded from the attention to repurpose and deconstruct classic styles that are marking a new subversiveness for both women's- and menswear. Daniëlle Cathari is known for her impeccable choice in collaborations, previously joining forces with the likes of adidas Originals and Woolrich.

RSF / DANIËLLE CATHARI (2021)



ASPESI

Founded in 1969, ASPESI is known for its 'no- statement statement' approach to style that values well-crafted, timeless garments. The partnership between RSF and ASPESI is conceived as a celebration of Milanese design heritage, rooted in exceptional manufacturing know-how as well as a natural curiosity and approach to style.

RSF / ASPESI (2023)



8000 / CAMPARI

8000 is a high-end eyewear brand, known for their sophisticated approach to design at the intersection of American modernist aesthetics and impeccable Italian craftsmanship. To celebrate this design heritage, 8000 has partnered with Campari Soda, an iconic aperitivo that captures the essence of Italian lifestyle and culture.

8000 / CAMPARI (2023)



COLLABORATIONS WITH TALENTS

ELTON JOHN AIDS FOUNDATION

RSF / ELTON JOHN AIDS FOUNDATION (2021)



RSF / GHALI (2019)



GIBSON HAZARD

Known for his creative direction for the videos of artists such as Lil Uzi Vert, Billie Eilish, Future or The Weeknd to name a few, Hazard has become one of the most disruptive, cutting-edge names on the scene. His signature aesthetics mixes surrealist references and hightech iconography to capture the current hyper-dynamic digital zeitgeist. For this partnership with RSF, Hazard has translated his unique visual language from screen to product design through an exclusive set of sunglasses with his iconic reptilian touch.

RSF / GIBSON HAZARD (2021)



MDOLLAS

Mdollas, or Melissa Forde, is a multi-talented creative, designer, stylist, and key member of Rihanna's crew. Mdollas has been an RSF supporter since the beginning, always seen sporting its cutting-edge sunglasses. To celebrate this long-standing relationship, RSF has partnered with Mdollas to create an exclusive pair of sunglasses just for her.

RSF / MDOLLAS (2021)



PECCO BAGNAIA

Francesco Bagnaia, better known as Pecco, is an Italian MotoGP racer with Ducati. Since his first step on the world stage, Pecco has proven himself to be one of the greatest talents of the sport, and a possible successor to its timeless star, Valentino Rossi. A great supporter of RSF's design, Bagnaia has been making a name for himself over the recent years, and this exclusive project was conceived to celebrate his success as an athlete and icon.

RSF / PECCO BAGNAIA (2021)



AND MORE...

Antonia

Bread and Butter

Caliroots

Capsule magazine

Chocolate

Club 75

Colette

Complexcon

Forfex

French Trotters

Future

Ginza

Hello Moscow!

I Visionari

Interemix

Iuter

Julian Klincewicz

Lane Crawford

Layers

Luisaviaroma

Marques Almeda

Matuse

Office

One Block Down

Paco Rabanne

Pam - Perks and Mini

Pigalle

Pin-up Shawn Maximo

Presidents

Reed

Slam Jam

Soto

Ssense

Storm

The Kooples

United Standard

VISION

Wok

RETROSUPERFUTURE LICENCES

Strategy. design and
distribution of eyewear culture.

M A R N I

MARNI

Since 1994, Marni has been recognised as the most artistic, color-savvy, life embracing, off-beat brand in the luxury segment. A constant aspiration to surprise and delight and to exceed expectations, with one foot in the past, one foot in the future. Marni has consistently challenged the traditional codes of fashion, the seriousness of dressing up, and the boring “sameness” that exists in the world.















8000

8000

A vision for eyewear that celebrates the bold innovations of the last century and embraces cutting-edge technological advancements. 8000 has infinite meanings, some of them yet to be explored. Its namesake references the 14 highest peaks in the world, with an altitude greater than 8,000 meters above sea level. These peaks are also known as the eight-thousanders or 'gli OTTOMILA'. Inspiration is drawn from the world of technology, equipment, and mechanics where function is the ultimate form of beauty. The uniqueness of the product lies in its simplicity, while honoring an expression of craftsmanship that prefers durability over the ephemeral. The result is as timeless as it is contemporary.

 8000

Number 40 / 88

Hand made in ITALY

14K GOLD plated limited edition frame

Printed Crocodile leather Pouch

Highest Quality Mineral Glass Lenses, Barberini.







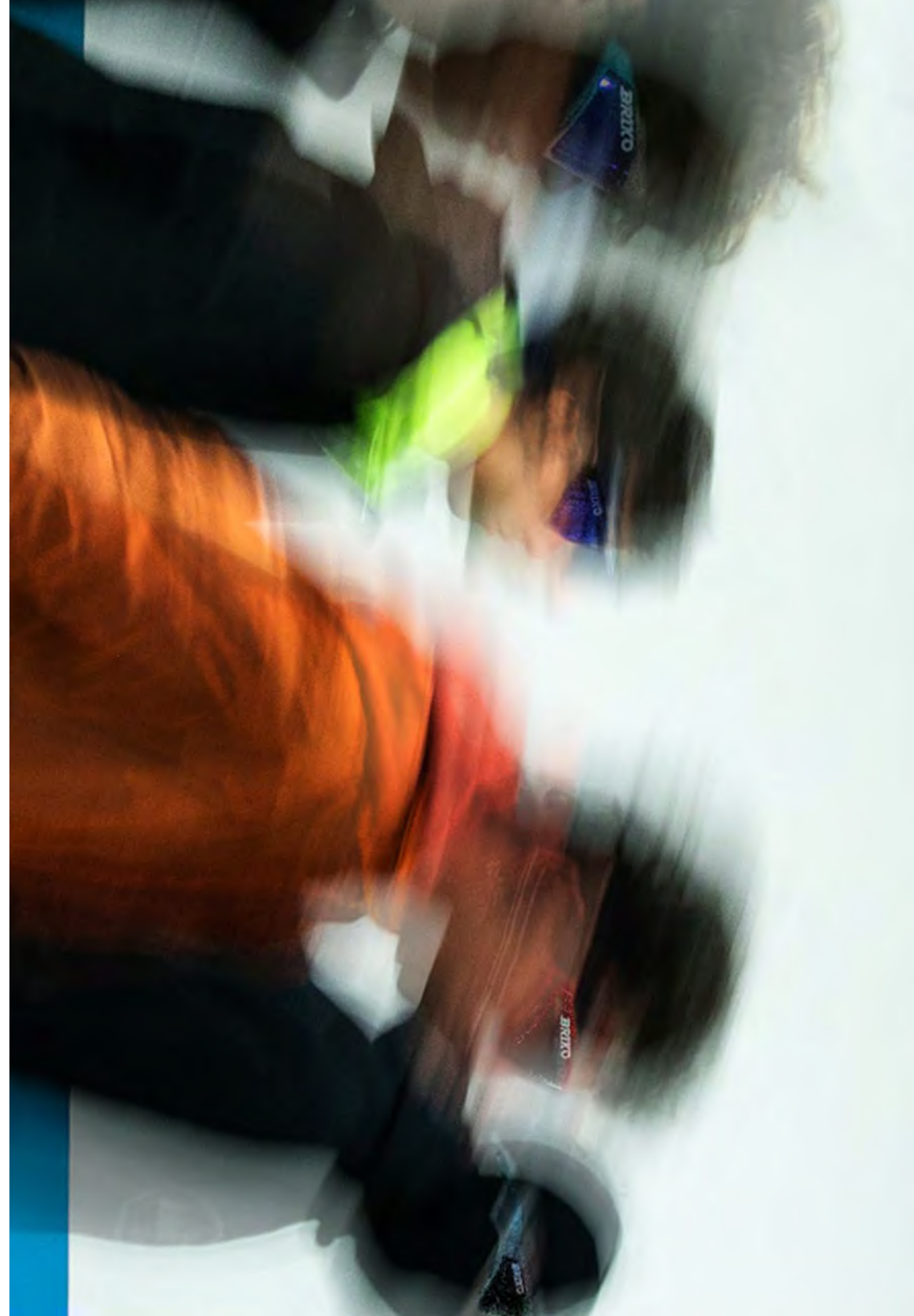




BRILKO

BRIKO

Briko® is an Italian brand established in 1985 by Alberto Brignone. Alberto Brignone supplied technical materials to the Italian National Ski team and produced special kinds of Ski Wax to meet the team's requirements. At first the waxes were exclusively used by the team for competitions. Briko is a brand specializing in outdoor and sports equipment, primarily focused on skiing and cycling. The Italian company Briko is well-known for producing a range of high-quality helmets, eyewear, and accessories designed to enhance safety and performance for athletes and outdoor enthusiasts. Briko is a trademark of BasicNet, a company with a fully web integrated company model and platform.





BRIKO

BRIKO

Detector: Iconic design and eyewear for athletes that demand uncompromising performance and safety.

Designed and engineered with durable, flexible, lightweight material in Italy.

BRIKO Eyewear is conceived and constructed to protect your vision and benefit your technical performance through the latest technology and global certifications.

High quality technical performance
Since 1985

Ⓛ Ⓜ Ⓢ





BRIKO®

ENDORSERS

RETROSUPERFUTURE has been the eyewear choice for a number of celebrities that have all spontaneously decided to wear RSF Sunglasses.



SPANTO



RIHANNA



[CLICK TO WATCH VIDEO CONTENT](#)

BAD BUNNY



BELLA HADID



[CLICK TO WATCH VIDEO CONTENT](#)

BEYONCE



RITA ORA



SEAN PAUL



LADY GAGA



BIANCA BALTI



DRAKE



WINNIE HARLOW



BILLIE EILISH



DJ SNAKE



[CLICK TO WATCH VIDEO CONTENT](#)

FUTURE



CARA DELEVIGNE



CHIARA FERRAGNI



CINDY CRAWFORD



CRISTIANO RONALDO



DUA LIPA



J BALVIN

J Balvin & Nicky Jam

LATINO
NEW BEAT



An exclusive conversation between the reggaeton superstars — and close pals — on conquering the globe in the Trump era. Says Balvin: 'As Latinos, we are many'

Maluma's
Heartthrob

Calibre 50's
Immigrant
Anthems

April 29 - May 5, 2017
billboard.com

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JUSTIN BIEBER



KANYE WEST



JUST JARED

[CLICK TO WATCH VIDEO CONTENT](#)

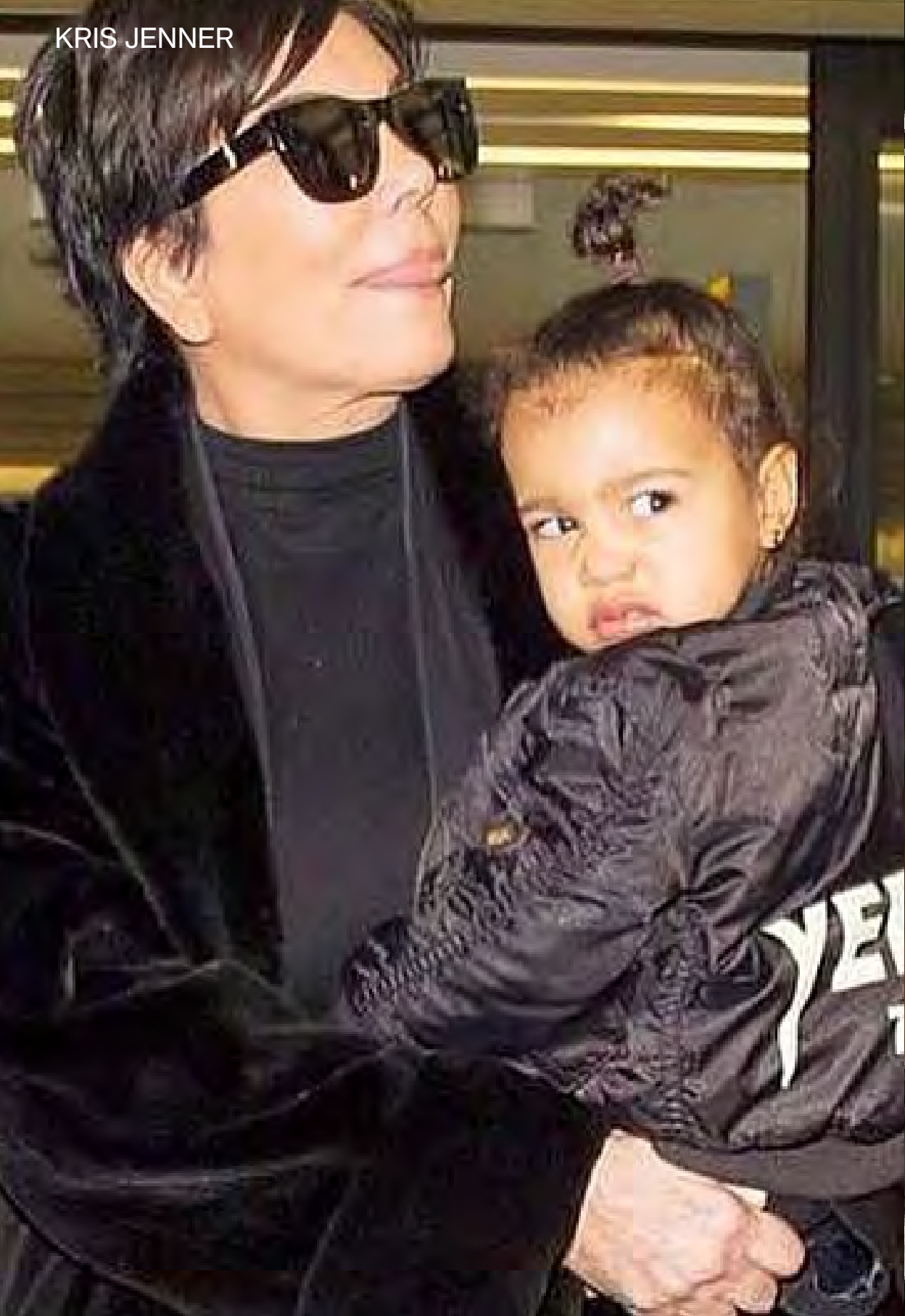
KENDALL JENNER



KID CUDI



KRIS JENNER



KYLIE JENNER



LEWIS HAMILTON



LIL YATCHY



MÅNESKIN



NICKY MINAJ



PAMELA ANDERSON



SHAQUILLE O'NEAL



THE WEEKND



TIMBALAND



TRAVIS SCOTT



TYGA



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USHER



VALENTINO ROSSI



VIRGIL ABLOH



WIZ KHALIFA



ACHRAF HAKIMI



AYSHA CURRY



DEVIN BOOKER



FUTURE IN MARNI



KAYTRANADA



MADONNA



TikTok
@madonna

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BRETT GELMAN



COEZ



DARGEN D'AMICO



DUSAN VLAHOVICH



FEDEZ



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FRAH QUINTALE



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MDOLLAS



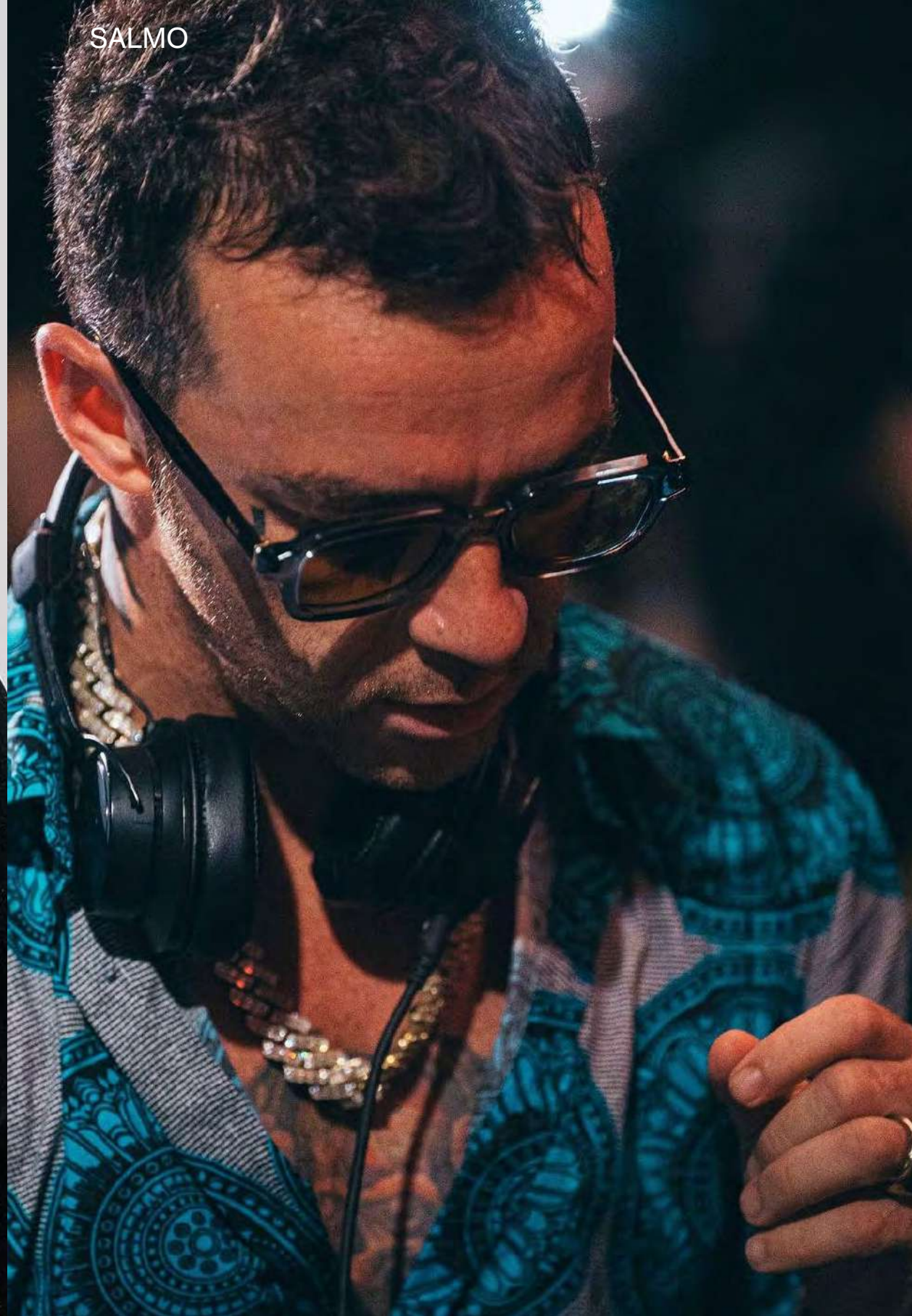
MELISSA SATTA



NIGHT SKINNY



SALMO



UNBOXING

Proof good sides are a thing.



[CLICK HERE TO WATCH FULL VIDEO](#)

THE BEST GLASSES OUT RN



[CLICK HERE TO WATCH FULL VIDEO](#)

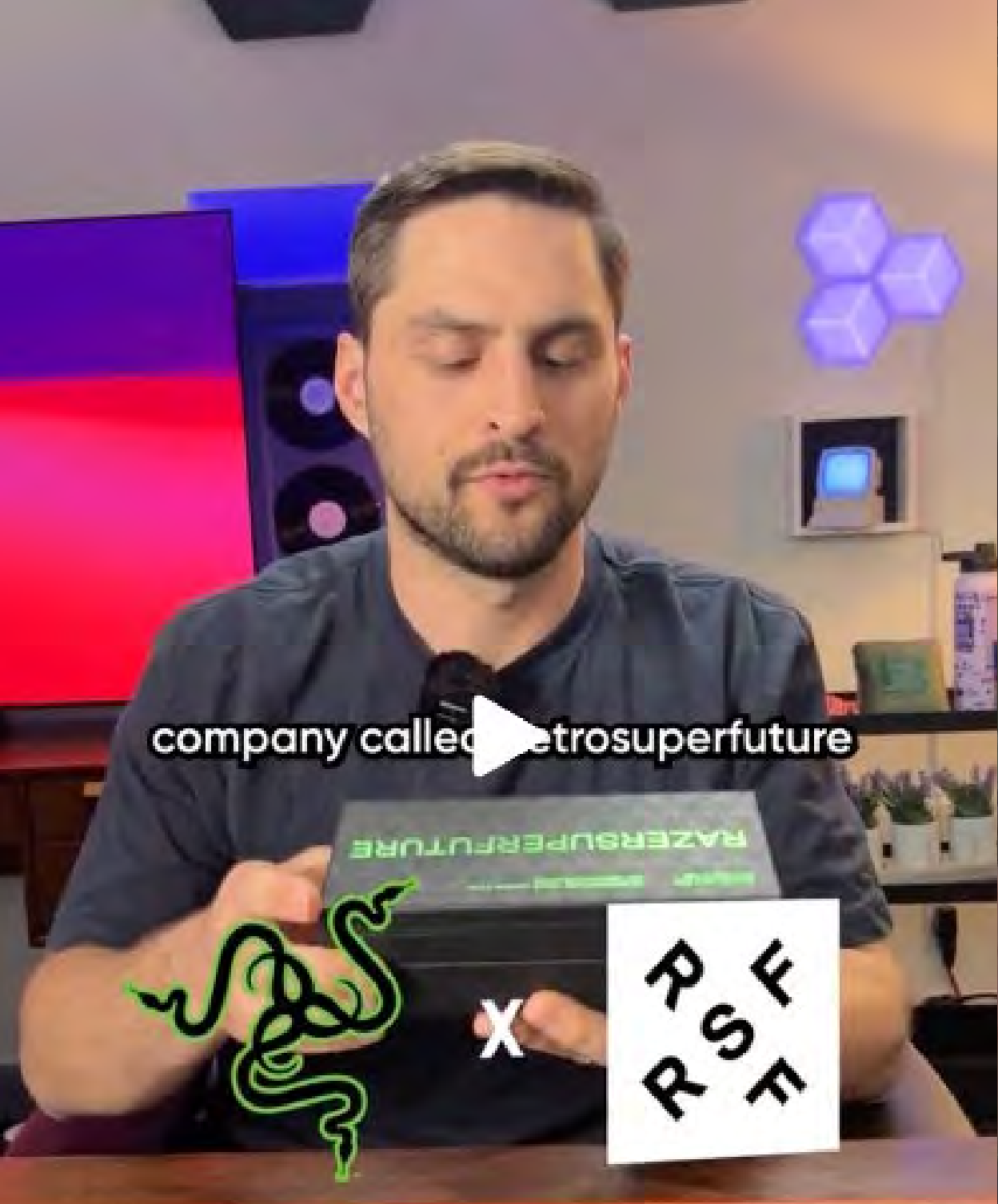


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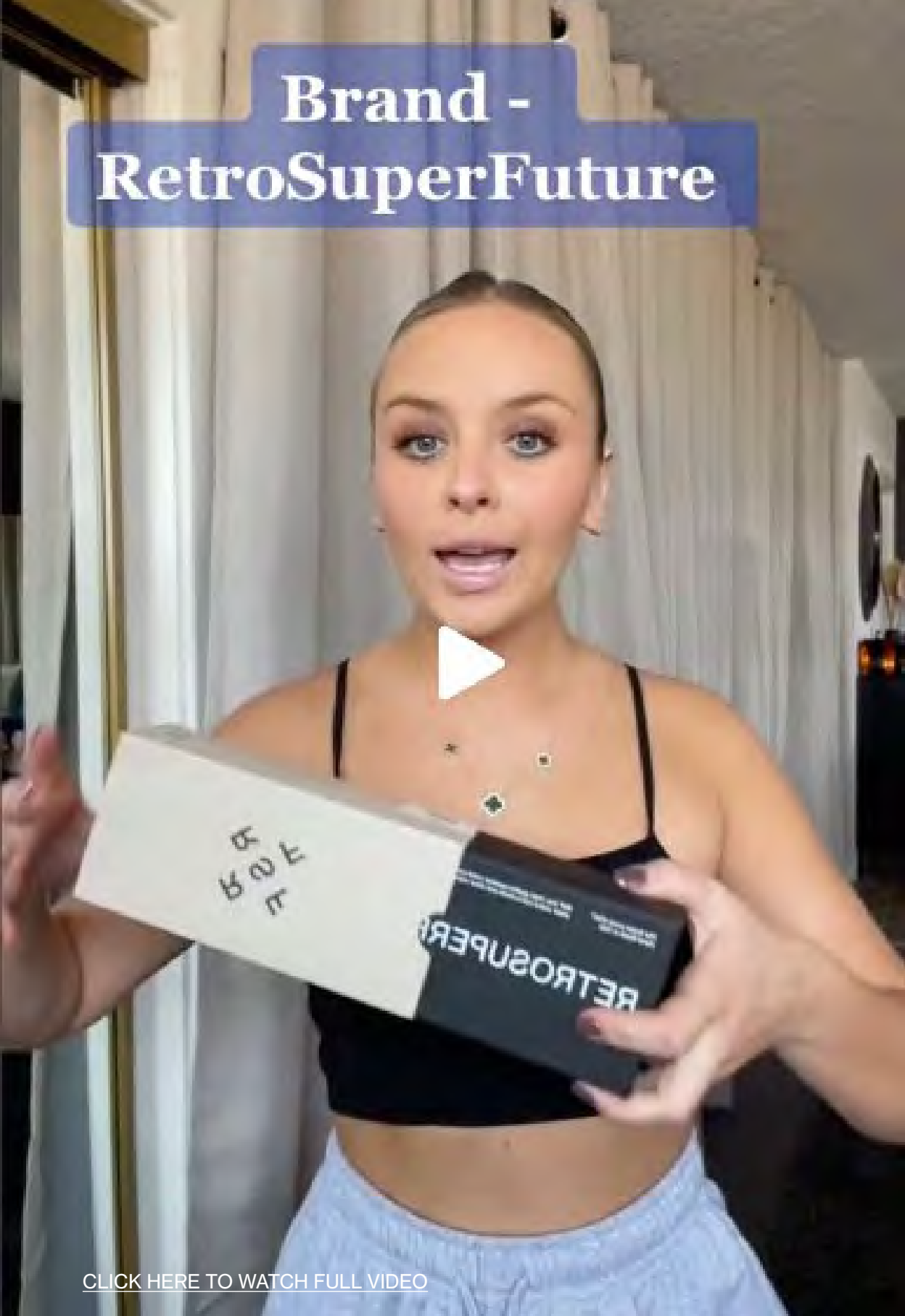
Retro Super Future
"Giusto" Sunglasses ...
on sale at SSENSE right
now

[CLICK HERE TO WATCH FULL VIDEO](#)



company called ▶ retrosuperfuture

Brand - RetroSuperFuture



[CLICK HERE TO WATCH FULL VIDEO](#)

[CLICK HERE TO WATCH FULL VIDEO](#)

PRESS

ENDORSERS



Elle



Apartamento



Harper's Bazaar



Complex



VMAGAZINE



Hypebeast



Monocle



i-D



Vogue



Highsnobiety



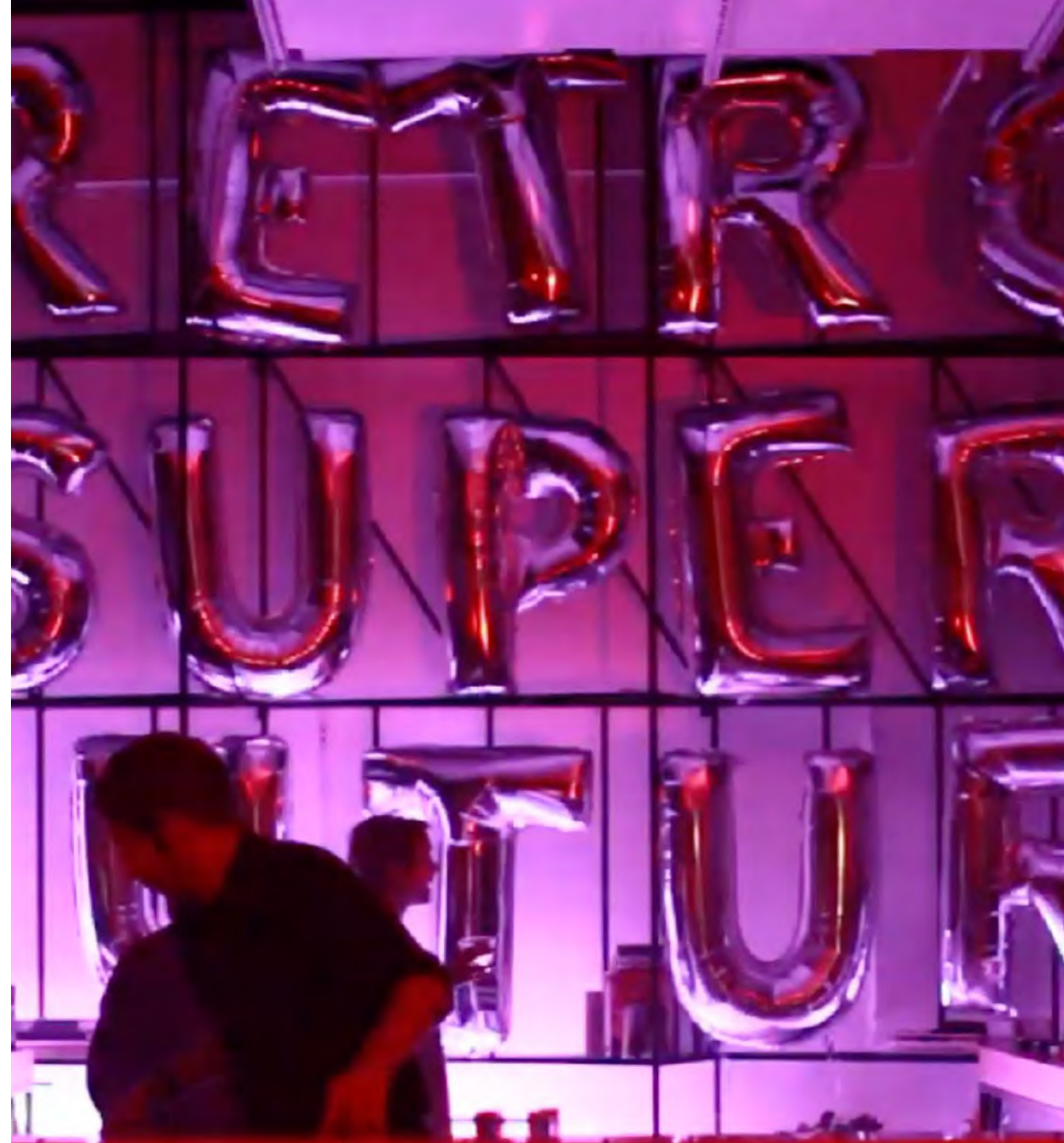
Dazed

RETROSUPERFUTURE was featured on the best magazines, press and blog worldwide, from independent to most institutional.

COMMUNITY

Events play an essential role in our communication strategy, ensuring our continued global prominence. These gatherings provide a direct channel for engaging with our community of trendsetters, allowing us to gain valuable insights into their preferences and aspirations.

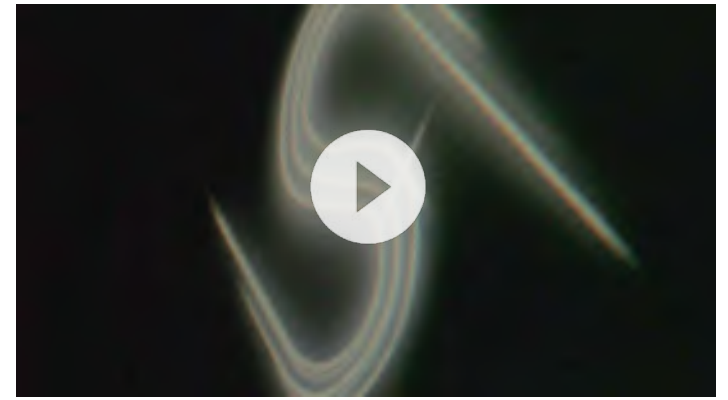
The inclusion of events in our agenda not only facilitates the establishment of enduring connections with our followers but also amplifies our presence as industry leaders with a far-reaching global impact. These events serve as instrumental tools, positioning us at the forefront of global trends and playing a pivotal role in shaping our future endeavors.



2014 FIRST YEAR
IN NYC PARTY



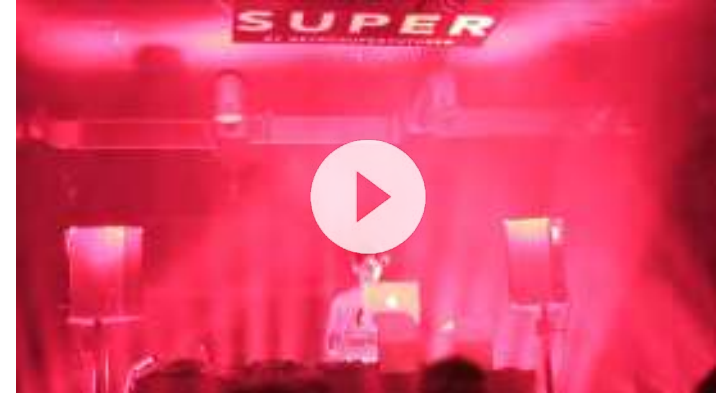
2015 PARTY
TEATRO MANZONI



2014 PARTY
VANILLA



2016 PARTY
TEATRO PRINCIPE



2014
OPENING NYC



2017
10 YEARS PARTY



2015
LA OPENING



2018
LA FATHER PARTY



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RSE
RSE