

PURITI

MADE IN JAPAN



OUR **CLASSIC TITANIUM RANGE**
FOR CUSTOMERS WITH AN **EYE FOR QUALITY**



EXCEPTIONAL QUALITY

Puriti is the ultimate crossroads where style, innovation and comfort meet.

A collection of frames that present timeless styles with state-of-the-art Japanese craftsmanship.

Japanese titanium is renowned for its strength and durability with high resistance to corrosion. Naturally lightweight and hypoallergenic, our Puriti frames deliver unrivalled comfort.

“Working with our Japanese manufacturer is an amazing experience. They take the subtle detailing and elevate the design to a new level with intricate polishing techniques that enhance the simplicity of the frames. **LUKE WHARTON, DESIGNER**”

HANDMADE IN JAPAN

Made in Japan using sophisticated manufacturing methods ensures superb quality and high-tech finishes across the entire collection.

Each frame has been crafted with attention to detail, great care, and techniques that have been refined and passed on through many generations to produce frames that are incredibly long-lasting and durable.

The majority of Puriti frames are suitable for presbyopic patients. Each frame is exceptionally light and strong; 48% lighter than normal metal frames and twice as strong as stainless steel.



Puriti 11



Puriti 20

KEY SELLING POINTS



Japanese Titanium

Lightweight

Strong & Durable

Resistant to Corrosion

Premium hinge with washers

Hypoallergenic

UNIQUE ELEMENTS

Premium Hinge with Washers

Each Puriti frame features a premium hinge complete with washers. This permits minor adjustments to frame tightness designed to improve comfort for the wearer as well as allowing a clean pivotal movement in the temples. The rotating action of the hinge is as smooth as silk and the washers prevent the hinge from loosening owing to their hard Titanium construction.

Durable Eyewear

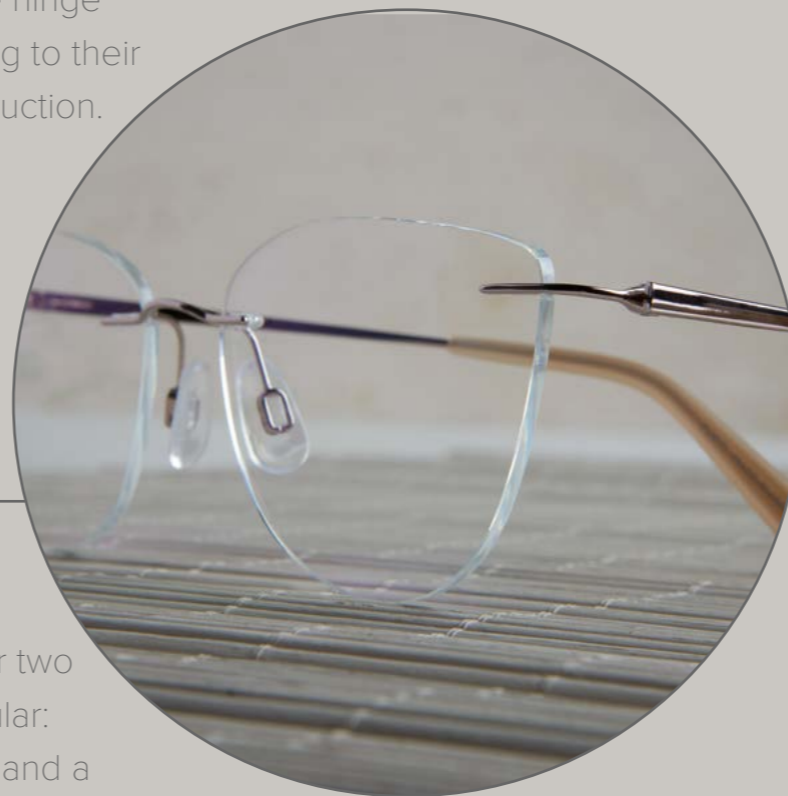
Titanium is highly regarded for two innate characteristics in particular: excellent corrosion resistance and a relatively high strength-to-density ratio. These two elements ensure it is the perfect material for a durable and versatile pair of glasses.

Japanese Titanium

Our Puriti collection was developed in close collaboration with the experts at our Japanese factory over a three year period. This meticulous process ensured exceptional attention to detail throughout guaranteeing a much lauded finished product. It conveys an enviable level of refinement and classic craftsmanship which is exceeding our customers' expectations.

High Quality Finishing

No expense is spared in the plating of our Puriti frames – There is an eclectic mix of Periodic Table elements used for their innate strengths. Gold, Ruthenium, Rhodium and Palladium are each incorporated into creating a timeless classic brand of eyewear.



COLLECTIONS



FULL RIM

A range of durable full rim frames in easy-to-wear, classic colours.

Puriti 16



Puriti 11

RIMLESS

Barely-there frames - ideal for those wanting a subtle, discreet and lightweight eyewear choice.



Puriti 06

SUPRA

Supra frames offer the durability of a full rim frame but with the lightweight feel of a rimless.

A SELECTION OF FRAMES



PURITI 03

Puriti 03 is a beautiful, dainty half rim frame, available in two feminine colourways: Violet & Rose.



PURITI 05

A square frame with thicker temples, whilst boasting interesting contrasting temple tips- C10 with a tort design and C16 with black.



PURITI 11

Puriti 11 is an interesting frame- rimless but in a cat eye shape. Making for a striking twist on a classic design. Available in Gold & Rose.



PURITI 18

Puriti 18 is a feminine, oval frame complimented by a leaf-esque pattern on the side of the temples. Available in Violet & Rose.



PURITI 21

Puriti 21 is one of the bolder pieces in the Puriti collection, showcasing a larger rounded-square shape. Available in striking Gold or sleek Titan.



PURITI 26

Puriti 26 is an eye-catching, bold aviator style of frame- with its larger rounded rims and detailing across the top. Available in Gold & Titan.



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www.continental-eyewear.com

Puriti 06, 09 & 23