

Aether

FRAMING VISIONS OF A NEW WORLD

Aether

ENTER A WHOLE NEW REALM
DEFINED BY HARMONY BEYOND GENRES

WHERE INNER MOOD SYNCNS
WITH OUTER EXPRESSION

FORGING NEW PATHS
TOWARDS A PERFECT UNION

OF VISION BEYOND SIGHT
AND SOUND BEYOND THE AUDIBE.



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The Concept

Aether

Future-focused

Founded in 2019, Aether is a hybrid concept promoting amplified states of being and feeling.

Conceived by a team of multidisciplinary creatives, we are a design oriented practice merging high end eyewear with future-forward technology for a next-gen ambience.



What makes Aether visionary?

SOUND

THAT TRANSCENDS CONVENTION

[Play video](#)

Aether was created in tribute to the transformative power of sound: mood-enhancing, memory-making, rhythm-setting, energy-shifting. When overlaid onto everyday experiences, ambient soundtracks can lift the ordinary into the extraordinary.

In enabling creative individuals to fine-tune their personal soundscapes at any given moment – all while staying present within it – Aether offers a compass for navigating enriching emotional landscapes and exploring uncharted terrain.

Aether

#GETAETHER



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Design & Innovation

Aether

Clarity of expression

Advanced aesthetics

Guided by modernist principles of essentialism and function, our highly experienced eyewear designers transcend fashion's ebbs and flows to create distinct styles that are fresh yet timeless.

Merging Asian and European influences, the Aether collection is conceived for the international tastemakers of tomorrow.



Aether Audio

From the leading
edge of eyewear
and electronics into
a class of our own.

Powered by Bluetooth 5.1 and
Qualcomm aptX technology with
custom developed open-ear audio
speakers and EQ profiles, Aether
audio glasses yield the purest sound
in our category with minimal sound
leakage to safeguard user discretion.

Currently the most streamlined in the
market, Aether's ultralight frames
deliver up to 3 hours of play time with
a standby time of 24 hours.



Aether



Aether Vision

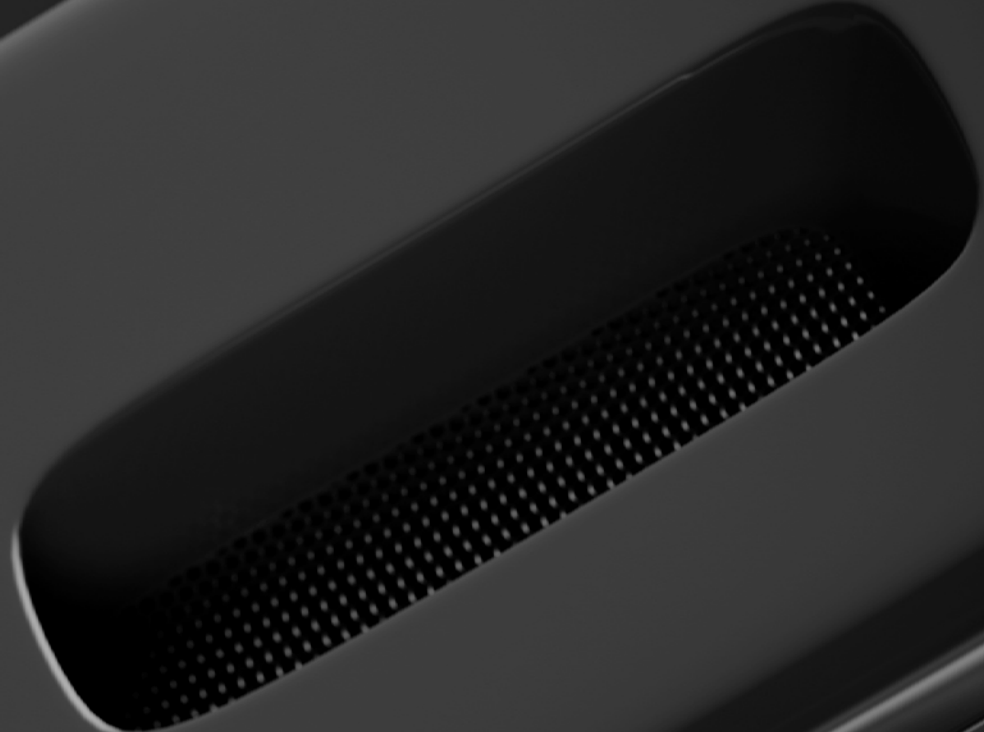
Japanese Precision Meets Artistry

Aether Vision embodies the fusion of Japanese craftsmanship, premium Mazzucchelli acetate, and ultra-lightweight coated titanium.

Our frames are not merely eyewear; they are a canvas for self-expression. Paired with mood-altering lenses by Carl Zeiss Vision, Aether Vision offers an unparalleled visual and emotional experience, elevating your sensory journey to new heights.

Elevate your ambience with
next-gen audio eyewear.

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Launch Collection

⁰¹ AETHER AUDIO

Aether



Aether

Aether





Aether

Model R2



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Model R2



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Model R2



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Model S2



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Model S2



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Model S2





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Model S1



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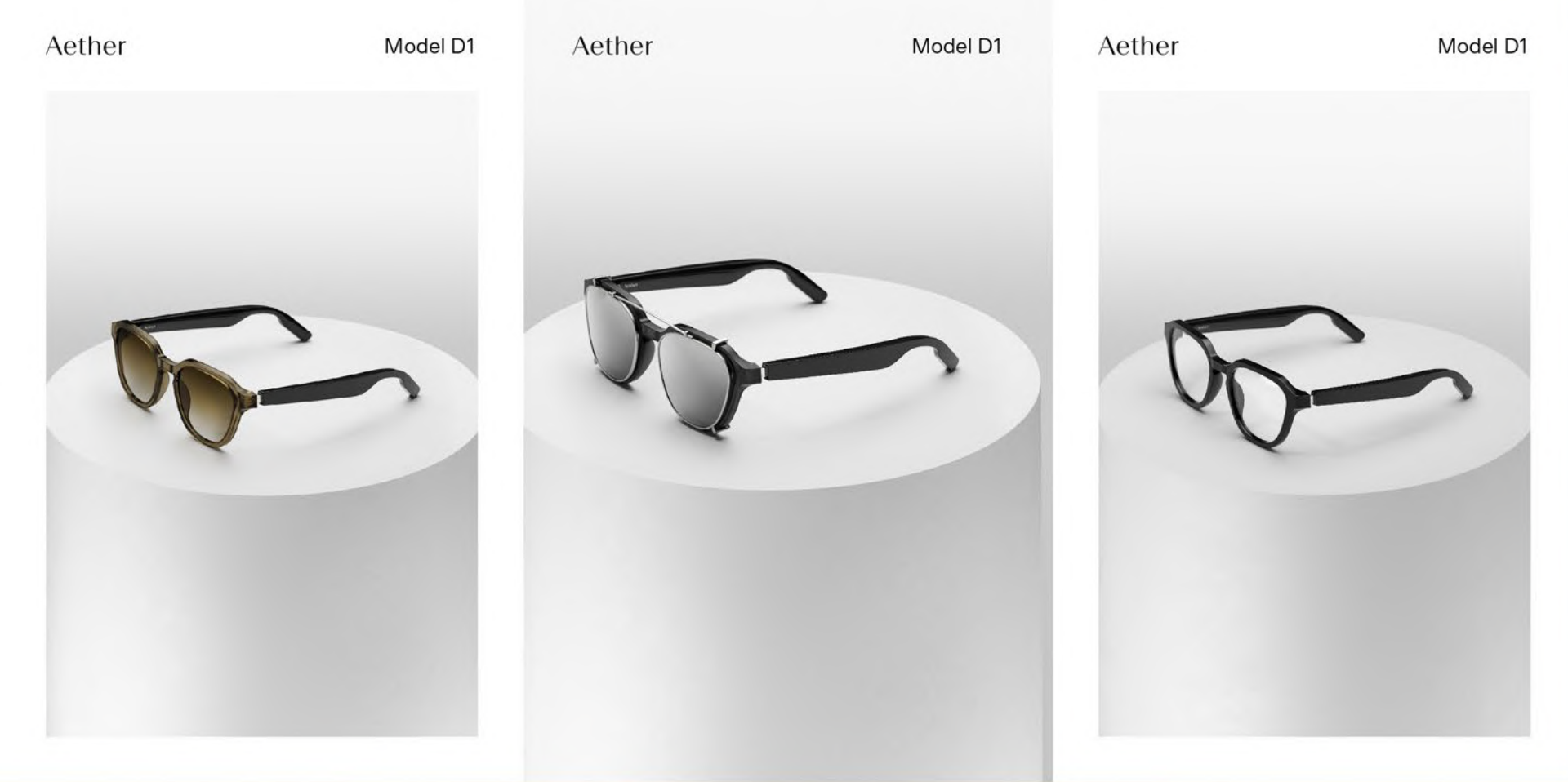
Model S1



Aether

Model S1





Model D1

Aether

Aether

Aluminium charging case

A covetable object in its own right, our compact aluminium case features a magnetic closure and a brushed matte finish with polished bezels. It's high-functioning, too – charging your frames in under 90 minutes.



Transform your vision with
mood-altering Zeiss Lenses

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Sunglasses Collection

02 AETHER VISION

Aether

Vision C4T



ETHEREAL GREEN

Aether

Aether

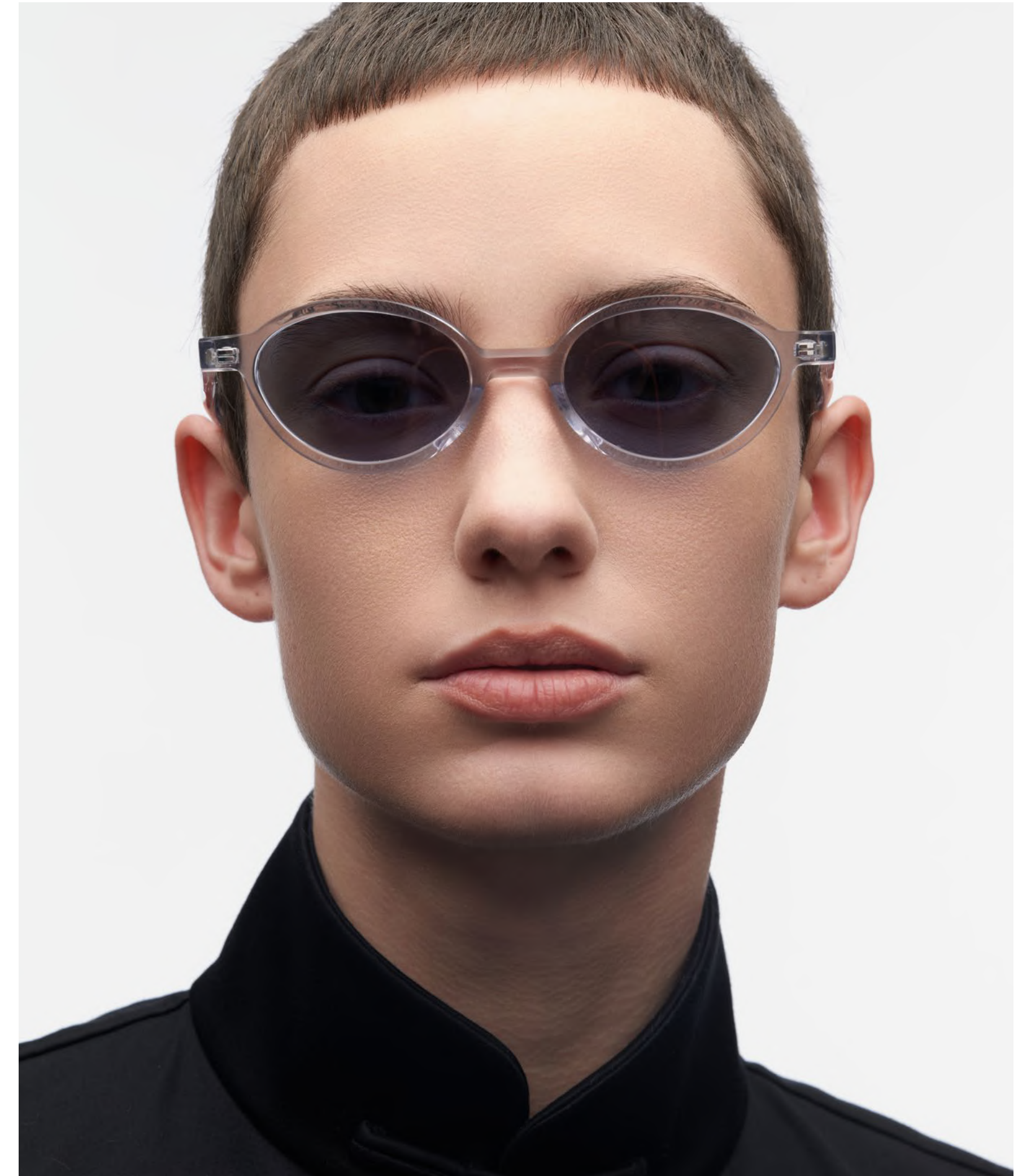


Vision X4T

MIRAGE ORANGE



Aether



Aether

Vision S2



NIGHT RED

Aether

Aether



Vision B2



LUNAR BLUE

Aether

Aether



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Market Reception



Aether

“If you want to listen discreetly, without losing the sounds around you, then Aether is exactly what you need.”

– Jonathan Bell / Wallpaper*

Wearable Design of The Year

As voted by the readers of Dezeen,
the world's leading design magazine.

designboom®

de
zeen

OPUMO

Wallpaper*

IGNANT



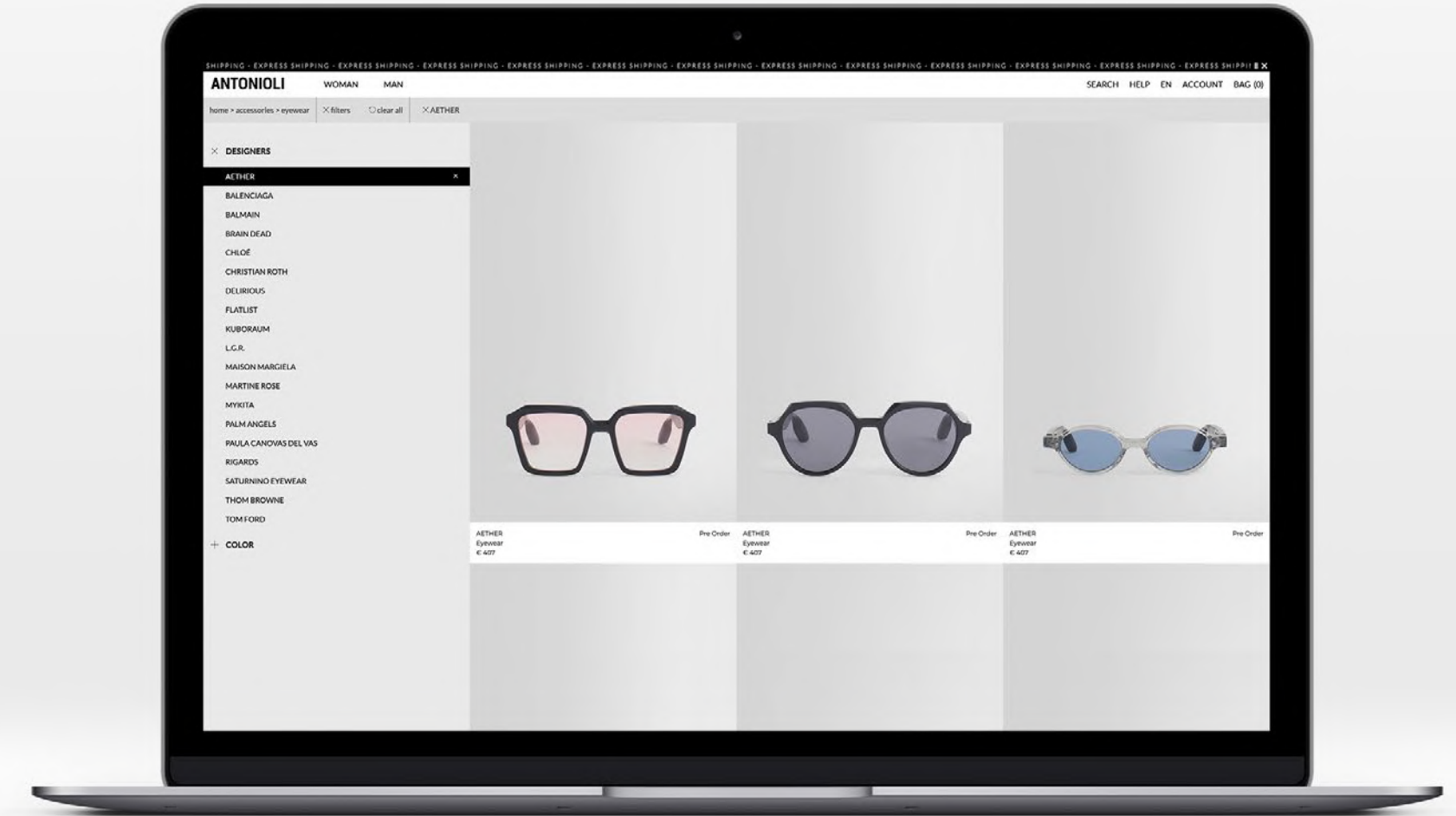
Softer Volumes

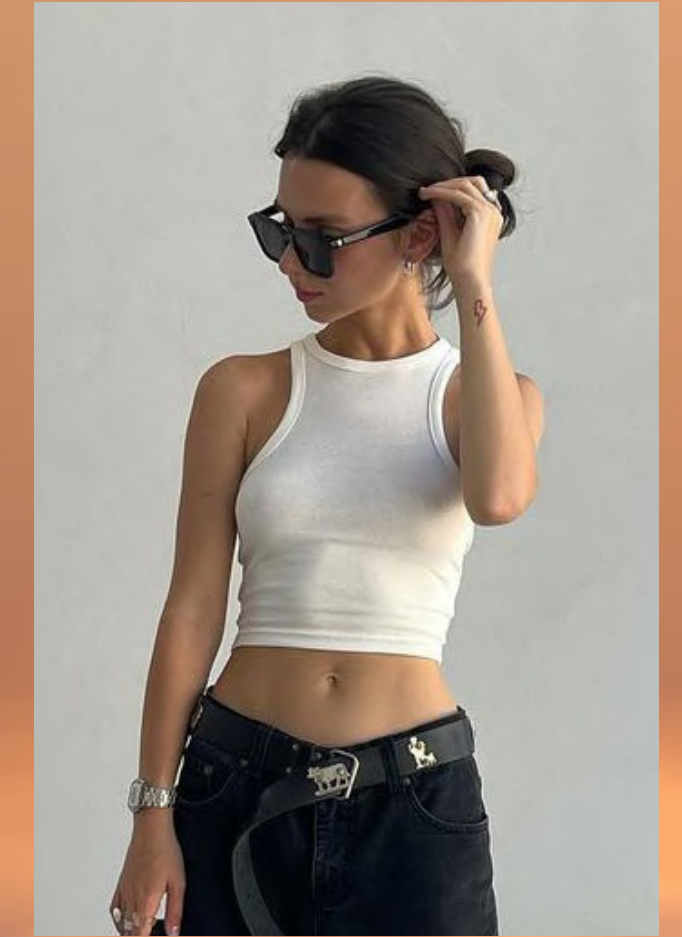


Aether

Antonioli Launch

On June 9th, Aether launched its second instalment of mood shifting eyewear at Antonioli - Italy's premiere avant-garde fashion retailer.





Meet the Tribe

Unapologetically individual while connected within a thriving community, the Aether tribe distinguishes the timeless from the trend-bound, seeking to curate and streamline their lives in pursuit of elevated experiences.



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On the Horizon



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Retail Concepts

Introducing our first vision
of the Aether universe in
the physical world.

[Play video](#)



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Flagship Series

Aether Research

Exploring the forefront of expression and tech.

Aether Research is our experimental design lab merging artistry with cutting-edge technology to craft products that transcend the present, offering a glimpse into a future where design and innovation fuse seamlessly to elevate the human experience.

LAUNCH
2024



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About Us

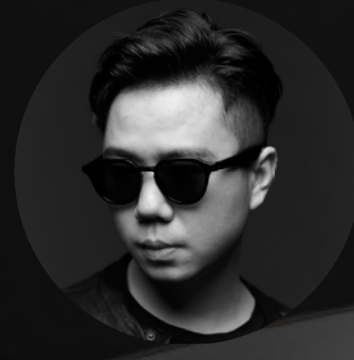
Founders



Raymond Shi

Business & Communications

Raymond Shi is an award-winning creative entrepreneur, he oversees distribution, brand partnerships, event production, and communications. Passionate about music and audio-visual art, Raymond infuses creativity and innovation into our branding, setting a high standard of excellence.



Andy Shi

Product & Operations

Andy Shi, a seasoned entrepreneur and accomplished operational specialist, embodies a rare blend of product execution proficiency and strategic business acumen. This is evident from his successful ventures, notably the co-founding of Memorieslab, a global creative lifestyle brand.



Hannes Unt

Design & Brand Strategy

Hannes is an award-winning creative director with 20+ years of international experience in high-end branding and design. He leads brand strategy, creative direction, product design and experiential retail.

Awards

Red Dot Design Award, German Design Award, World Luxury Award, Cannes Lions, Hong Kong Design Award, Clio Award

Retailer Collaborations

Maxfield LA, Colette Paris, Antonioli, Lane Crawford, 10 Corso Como, Drive Pro

Brands & Clients

Chanel, Leica Camera, Hasselblad, IMG Models, Photo Fairs, Bvlgari Hotels, Chao Hotel, Le Bijou

Aether Stockists



SHANGHAI

Assemble by Réel
Reel Mall

The Balancing
Taikoo Hui

The Warehouse Optic
IAPM

The Balancing
Plaza 66

Celection
C Park

Cha Gallery
Tong Le Fang

SHENZHEN

Hug
The MixC

The Warehouse Optic
The MixC

BEIJING

The Warehouse Optic
Sanlitun

HANGZHOU

B'lock
Tianmu Li

CHENGDOU

Hug
The Atrium

HEBEI

Hug
Aranya

GERMANY

Hungry Eyes
Rosenbergstraße 76
70176 Stuttgart

Vaund
Georgstr. 14
30159 Hannover

Vaund
Große Str. 27 – 32
49074 Osnabrück

Vaund
Posthausen 1
28870 Ottersberg

ITALY

Antonioli
Via Pasquale Paoli, 1
20143 Milano MI

Ottico Mottini
Via Ostaría 578
23030 Livigno SO

Ottica Mondello S.n.c.
Via Gregorio VII, 322
00165 Rome

FRANCE

L'Eclaireur
10 Rue Hérold
75001 Paris

L'Eclaireur
10 Rue Boissy d'Anglas
75008 Paris

DUBAI

Avanti
Mall Of The Emirates, Level
1 Luxury Wing Dubai, United
Arab Emirates

PORTUGAL

André Opticas
Av. da Liberdade, 136 A
1250-146 Lisboa

ESTONIA

Estonian Design House+
Suur-Karja 14
Tallinn 10140

OTHER

Montaigne Market
4 rue du Général de Gaulle
97133 Gustavia
St. Barthélemy

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