





REYKJAVIK EYES

BLACK LABEL





WHERE IT ALL BEGAN

Reykjavik Eyes was conceived by Icelandic frame designer Gunnar Gunnarsson. As a child, Gunnar worked in his parent's opticians in Iceland spending his summer holidays replacing lost screws and working on broken glasses.

This work spurred Gunnar to design his own frames and so, Reykjavik Eyes was born.





ACCOMPLISHED DESIGN

Gunnar took three years to design, test and refine his original idea. The result was groundbreaking and pushed the boundaries of frame design.

Reykjavik Eyes was recognised for its combination of technology, wearability and style.





THE DAWN OF BLACK LABEL

In 2014 Reykjavik Eyes Black Label was launched. Skilfully designed in Iceland and expertly crafted in Italy from the highest quality beta titanium, these frames are exceptionally lightweight, screwless and hypoallergenic.

Today the Black Label collection includes models in both titanium and acetate. They are some of the lightest and strongest frames ever made, offering a unique combination of comfort, strength and style.





INSPIRATION AND COLOUR

Each of the sleek models comes in three colours that combine a sophisticated pallet with hints of vibrant hues, all inspired by the landscape of Iceland.

Flashes of striking titanium paired with rich tones of Mazzucchelli acetate make for a bold and confident collection.





BRAND ETHOS

“Black Label represents outstanding design and beautiful craftsmanship driven by Italian manufacturers who share our passion for perfection. The results are beautifully crafted, lightweight frames with a seamless finish that maintain the ultimate comfort and performance.”

Gunnar Gunnarsson, Designer





ITALIAN CRAFTSMANSHIP

Manufactured in Italy by specialist craftsmen, every aspect of a Black Label frame is made to the highest standard. From the perfectly flush finish of the screwless hinge and the rich colours of the titanium, to the delicate branding on the end tips. Every detail has been carefully considered allowing the wearer to express themselves without compromising on technicality.





STYLE MEETS COMFORT

Our passion for innovation and interpretation of style goes beyond the confines of fashion ensuring ultimate comfort and wearability. Every aspect is considered from start to finish with the wearer in mind.

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