

VIEDIERIE

INTERNATIONAL



Edizioni Ariminum Srl - Via Negrolì, 51/A - 20133 Milan - Italy

**SUNGLASSES
TRENDS**

**YUNIKU
ON STAGE**

**POINT
OF VIEW**



mod Podium



mod Caelia

Between trompe l'oeil and contemporary decorations

Bayria, like the name of the city of Bari (Italy) in ancient times. A city nicknamed "the gateway to the East", where Art Nouveau style mixes with oriental influences, interrupted by Baroque touches together with a cosmopolitan and underground style. In Bari these realities have always coexisted: the avant-garde and tradition, research and style together with craftsmanship. Bari is the city that at the end of the 1800s saw the raging of the Liberty style. It is precisely this mix of influences that the Bayria collection brings back to eyewear.

The brand was born in 2018 from the experience of **Attilio Daniele** and its models are a real tribute to the Apulian Art Nouveau, in which baroque and oriental influences converge. Small distinguishing details that are integrated into a contemporary language, with essential lines, in which traditional techniques and advanced technologies meet.

Bayria models feature elegant and refined shades such as ochre, ruby red, petrol green and bottle green. And then black, essential and rigorous, the ultimate expression of timeless elegance.

Unconventional frames, on which master craftsmen have been able to reproduce visual effects through small engravings that create the optical effect of one frame within another. And again, "frame in frame" processing and carvings on the front that bring to mind the ring of a watch. The Bayria collection is inspired by art, which can contaminate any aspect of lifestyle: from painting to architecture, ceramics and design.

The frames of this collection, made from 8mm Mazzucchelli 1849 acetate sheets, require no less than 48 steps to be produced, and each frame is finally hand decorated.



mod Hortua