



SPRING 2023 - SUMMER 2023

Throughout our Spring collection, we've focused on creating frames that everyone will love, pairing a blend of classic and contemporary shapes with our brilliant, boundary-pushing color palette. Fresh patterns and bright hues give our Spring release a burst of energy with over 40 never seen before colors, from our custom designed acetate blends to the single-toned designs on our rubber-finished surgical steel frames.

The release introduces new styles to five of our product collections: Block Steel, Street Series, Home Collection, Socks Collection, and Combination. Additionally, we've started expanding our range of sunglasses with the release of two new models, both available in four colors.

STREET SERIES

Inspired by our history, we created the Street Series collection to reflect on our roots in the city of Seattle, the place of NW77th's inception. Each frame from this collection takes its name from the streets of the city and is crafted using biodegradable cellulose acetate with a silver wire core. Our Spring release features three new Street Series models, each available in four colors.



MOD 1061



MOD 1062



MOD 1063



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SOCKS COLLECTION

If you wear something every day, shouldn't it bring you joy? At NW77th, we want to encourage self expression and promote finding joy in the little parts of everyday life, which is why we were inspired by the quirky designs found on socks. Wanting to incorporate that playful feeling throughout our brand, we started a partnership with a sock making company, which later turned into a full collection of joy-filled, sock-themed eyewear. In this collection, each temple tip looks as though it's wearing a sock, achieved through a change of color and stitching lines etched into the designs.



HEATED SOCKS



ELECTRIC SOCKS



WARM SOCKS



WOOL SOCKS



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BLOCK STEEL COLLECTION

Made entirely from surgical-grade stainless steel through metal lamination (the same process used for Samurai Swords!), the Block Steel collection features lightweight, durable frames that are meant to last a lifetime. We introduced one new Block Steel frame with four color options to our collection this season, called Fiddler's Elbow.



FIDDLER'S ELBOW



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HOME COLLECTION

Designed with a smaller lens and a larger build, our Home Collection is meant to cater to a wide range of face shapes and sizes. Each style is made for ultimate comfort, crafted using lightweight acetate and reinforced by a metal wire core for easy adjustments. Our Spring release introduces three new frames to this collection, each named after a not-so-common household item.



THRONE



PLATFORM BED



LOVE SACK



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COMBINATION COLLECTION

The colors are bold, the styles are timeless, and the materials are the best available. We paired our custom-designed acetate with a surgical steel for fresh, modern style with durability to match. Many frames from this collection are styled with a rubberized paint throughout the metal components, the same kind of paint used by Audi and Volkswagen throughout the interior of their sports models. Our current release introduces one Combination model to our selection.



SKINNY JEANS



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BRING ON THE SUN

Expanding our sunglass collection, we've add two sunglass models to our brand this season. Both models were made with polarized, scratch resistant lenses, and handcrafted with our custom-made cellulose acetate. A wire core makes these easily adjustable and durable, perfect for any lifestyle.



VENUS FLY TRAP



DEVIL'S THORN



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OUT WITH THE OLD IN WITH THE NEW

Each season, we select a handful of the most-loved frames in our collection to give a refresh, introducing new colors to the shapes our customers know and love. This season, 5 of our most popular styles gained a new color.



DAYBED



DAYBED



SOFA



SOFA



MOD 903



MOD 903



SKIRT



NO SHOW SOCKS

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