

CULT VISION

Do you dare step to into the future with design by EINSTOFFEN?

Cult Vision Curated Eyewear will once again take part in the Clerkenwell Design Week Fringe Festival this year, and this time paying homage to the heroes of the 'Cubism' art form. The installation will be featuring eyewear by the multi design-award winning Swiss sustainable brand EINSTOFFEN from their latest collection: 'Close your eyes and Sing', inspired by artists such as Pablo Picasso or Paul Klee.

Structure, geometric shapes, colourful blocks and satisfyingly clean lines – these are the key elements of Cubism. In the art deco era, for those who were brave enough to step into the future, waited an immersive and colourful revolution of the Cubist aesthetic.

Constructivism, surrealism and futurism create a contemporary coolness that is reflected in every pair of glasses and featured in the latest "Close your eyes and sing" collection by EINSTOFFEN. Bridging the gap between high-end and high-street, the collection appeals to those of us who are looking for eyewear that is contemporary and high in quality. Do you dare to step into the future?



EINSTOFFEN are not only pioneers in eyewear design, they have always stood for sustainability and fairness. The company is now carbon neutral and offset their emissions with the support of Internationally verified climate protection projects. EINSTOFFEN Eyewear is handmade with sustainable materials such as biodegradable acetate and wood from only FSC-certified materials, and their wood-metal combos are particularly popular amongst British fans.

During the installation, visitors to Clerkenwell Design Week can WIN a Swiss EINSTOFFEN watch. With an EINSTOFFEN elegant timepiece, you get timeless design combined with precision mechanics. Here, solid stainless steel casings encounter concave sapphire crystals and state-of-the-art Japanese movements from Miyota. The watches are water resistant, shock resistant and equipped with Quick-Change-Straps. A statement for individuals who take their time for the beautiful things in life.

In order to extend the competition to beyond the borders of Clerkenwell, Cult Vision have teamed up with Traders & Makers; A new company distributing eyewear from independent design and craft-led designer makers and brands. The Traders & Makers team work with over 20 EINSTOFFEN stockists around the UK in cities including London, Leeds, Newcastle, Nottingham, Cheltenham and Bristol to name a few.

For a chance to win an EINSTOFFEN watch, scan the QR code in the Cult Vision window or visit any of the EINSTOFFEN stockists in the UK.

Notes to editor:

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[EINSTOFFEN X Cult Vision X Traders & Makers: 'Do you dare to step into the future with EINSTOFFEN' for CDW](#)
Date: Clerkenwell Design Week 23rd–25th of May (The installation will run from 26 April-14 July at CULT VISION)

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About CULT VISION:

At CULT VISION, we curate an exclusive collection of cult eyewear brands; original frame designs, made from the best quality materials and the finest craftsmanship. Our eyewear is chosen from a handful of independent, carefully selected, design and craft-led brands – all with a story behind them.

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About Traders and Makers:

Traders and Makers is a new company distributing eyewear from independent, carefully selected, design and craft-led designer makers and brands. Winner of Best Marketing Campaign at the 100 % Optical Trade Show in 2023.

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About EINSTOFFEN:

'Where the raw nature of the alps meets urban lifestyle.' EINSTOFFEN is a young eyewear and fashion brand founded in 2008 by a group of friends from Switzerland. Nature and urbanity, Swiss quality awareness and a pinch of extravagance make up their collection in materials such as wood, stone and biodegradable acetate. Their shades and specs made of natural, handmade sustainable materials have won several German Design Awards over the last few years including four German Design Awards and recently The German brand Award.

Their latest collection 'Close your Eyes and Sing' is based around the concept of 'Cubism':

Images: <https://www.dropbox.com/sh/43ptfrumqx895xc/AACYK5zYpf5nsd7jyeRr6PIFa?dl=0>

Video: <https://www.dropbox.com/sh/620e8jibnbcpkon/AAAbg9F7tTnPlciqiwCy1J1Ka?dl=0>

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