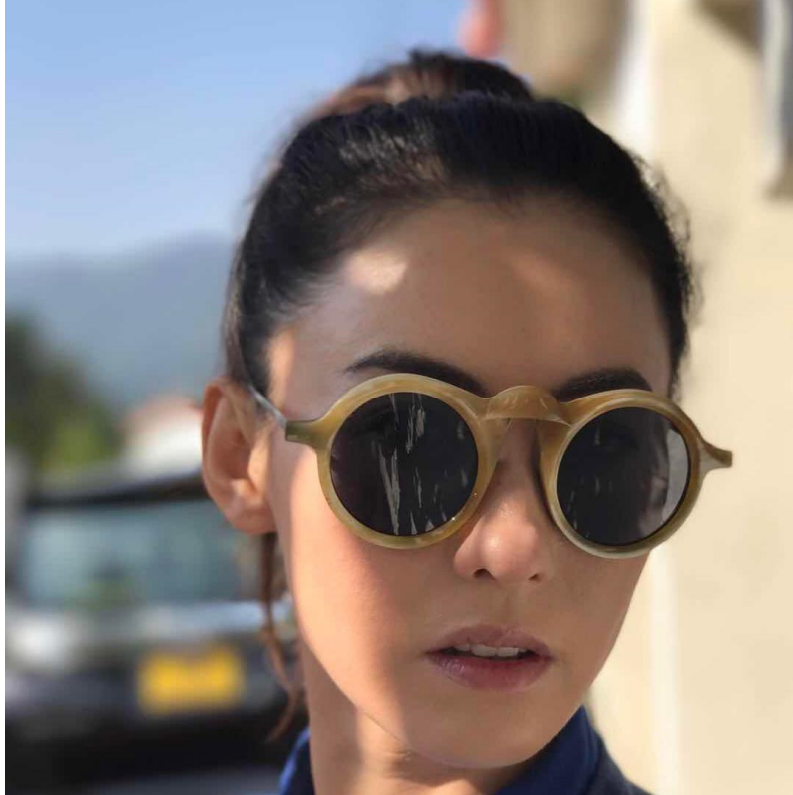




RG0074CC  
RIGARDS for Cecelia Cheung Exclusive



Larger-scaled and decidedly more audacious, **RG0074CC RIGARDS for Cecelia Cheung Exclusive** reflects the design vocabulary of RG0074, a RIGARDS style archetype which was nominated for the SILMO 50<sup>th</sup> Anniversary Iconic Award in 2017.

The frames' aesthetics is anchored in a bricolage of ideas and images, starting with the frame shape that conjures up the sight of a majestic Manta Ray gliding through the water with serene but powerful beats of its wing-like pectoral fins.

Extensions of those fins, projecting like a devil's horns on the ray's head, further inspired the indelible bridge detail. The distinctive bridge design also resembles a half-closed but ever-watchful extra eye, an inspired nod to mythical Eastern Gods like Erlang Shen and Fudo Myo-o, known for their truth-seeing third eye in the middle of the forehead.

A key aim of the project was to create a sun protection arsenal for Cecelia, so we upsized the frame to make it a more effective shield.

We also made the frame rounder on top to complement Cecelia's lovely, trademark eyebrows.

We then went on to name the design RG0074CC, the letters CC corresponding to Cecelia's initials.

For the packaging, we developed a deluxe leather case "signed" with a red ink stamp of Cecelia's personal seal, presented in a gift box along with a special care balm and microfiber cloths for complete care of the horn.

The final touch was the material choice. The pairing of solid horn (each piece handpicked for their inimitable natural beauty, warmth, and uniqueness) with beta-titanium temples (offering ease of adjustment and snug fit) adds up to a total package that is as wearable as it is wantable.

- Release Date: Limited-edition release of 50 pairs available now
- Price: HK\$5,999 / Approx. US\$768
- Purchase: <https://seececistreet.com/en/> / <https://seececistreet.com/>



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### Characteristics of Genuine Horn

Horn will always bear the marks of its organic origin and these characteristics can show as variation in color and pattern, individual markings, indentations, or other irregularities that are often still evident in the finished article. Horn also changes color over time due to natural aging and influence from environmental and lifestyle factors. These hallmarks in no way detract from the wearing qualities of the horn; rather they create visual and haptic interest—the very signs discerning owners cherish when purchasing genuine horn products.

Important: Information on horn care can be found on the care guide provided in the package. As with any material of natural origin, proper product care is an important way to preserve the natural beauty and enjoyment of your genuine horn frames.



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## About RIGARDS

From the enigmatic to the avant-garde, the seductive to the nostalgic, natural horn to sterling silver, RIGARDS frames have forged an instantly recognizable style that combines offbeat aesthetics with a quiet elegance, much of which pertains to the brand's audacious craftsmanship and fresh use of traditional materials. No less compelling are the original signature finishes, imparting nuance and character to the frames and creating a distinctive bespoke element. If you love expressive, nonconformist eyewear, you will be gladdened by RIGARDS.

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