

When tech meets trends

BY JAI BREITNAUER

Silmo is the home of firsts – the first optical fair, the first to expand its shows overseas and now the first organisation of its kind to have a woman president: European optical family royalty Amélie Morel (see story p8). With such a strong history of cutting-edge activity, it's no surprise that Silmo Paris is a hub of both innovation and style. Here's just a taster of some of the tech-trend innovation partnerships on show at Silmo 2017 that caught our eye.

“...”

C-Zone

Designer Rob Maas of C-Zone talked me through his inspiration for C-Zone's current collection, unveiled at this year's Silmo. “My background is as an air steward. I'm fascinated by travel,” says Maas, who is also a photographer. “I like to travel and when I do I take photographs of interesting and colourful images, from fruit to buildings, they inspire my designs.” C-Zone's latest frames, crafted from stainless steel, blend colour and texture found in real life to create beautiful and tactile designs.

“We use all sorts of techniques to decorate our glasses,” explains Maas. “For example, we used acid on one of our frames to create a visual design and also to make the surface sparkle.”

Another design was actually the result of a mistake, mixing too much water with the surface materials before baking it in the oven, he says with a smile. The result was a beautiful pattern across the surface of the glasses that Maas loved and is now part of the new C-Zone collection.

“I also love flowers, so much of my work is influenced by botanicals, as is fashion right now.

We also engrave our frames with patterns using a laser - a great way to create modern and uniform forms.” Maas says, trend-wise, he's seen a shift to more women buying more colourful frames. Bright and colourful frames have now become the classics, he says, adding he's also noted an increasing interest in light and screwless frames, offered at an affordable price.”

“We believe there should be a style for every face and that's why we make such a wide range of styles. But we focus on our core belief in the three Cs – Cool, Colour and Comfort.”

If there is one thing that can be said after visiting Silmo, it's that there really is something for everyone. Whether it's stark minimalism or beautiful layered colour, the variety of high-tech, light-weight and affordable styles available out there is incredible. No customer should feel unable to make a decision on style in these modern times!



Little Peach's David Bearpark and Ange Boon (first and fourth) with C-Zone's Tanya Hoffman, Jeroen Manders and Rob Maas