

lafont.

— la gazette —

family values

It was Autumn of 1923 in Paris' Madeleine district where Louis Lafont opened a small boutique selling hearing aids and spectacles on Rue Vignon. In the 1970's Philippe, Louis' grandson, along with his Parisian fashion designer wife Laurence, began to transform glasses into a genuine fashion accessory. Together the couple designed innovative products and began to collaborate with major fashion houses such as Hermes and Chanel. Today Lafont's boutiques have settled in the most symbolic neighborhoods of Paris (Passy, Raspail, Sévigné) and in the city of Rouen. However, the historic Vignon boutique stands as one of the oldest and most iconic optical shops in Paris.



Today the Parisian Optical Fashion House is still family owned and operated by Philippe and Laurence's sons Thomas and Matthieu.

Throughout the decades the Parisian brand has succeeded in combining classic craftsmanship with modern day technology and innovation. In May the brand was granted the OFG label (Origine France Garantie), further solidifying one of Lafont's strongest attributes of hand crafted in France.

women and children

Celebrating Women with Lafont Paris

Lafont glasses frame women's eyes with elegance and femininity. The Lafont Paris collection provides women with chic, contemporary eyewear characterized by bold colors, patterns and a strong passion for detail.

Whether casual or formal, bold or subdued each Lafont frame is an easy accessory to incorporate into any woman's wardrobe.

Children's Eyewear According to Lafont



As a family brand, Lafont recognizes the importance of eyewear for all ages including children! Identifying the unique tastes and characteristics of children, Lafont was a pioneer in designing comfortable, tailor made and style worthy frames for kids.

For the science lovers, math whiz, athletes and dreamers, each child can find his or her ideal style within the Lafont Pour Les Enfants collection.

international recognition

Soon after the Lafont brand was established, its notoriety for unique French designs began to flourish throughout Europe and other countries.

The introduction of the Lafont brand to the United States in 1987 marked the first pillar towards worldwide recognition.

Japan, Russia, South Africa and Latin America opticians soon followed. In these regions across the globe Lafont frames are sold in high end retail shops, where the optician's appreciation for superior product is reflected.

Today, Lafont is represented in over 12,500 optical and retail boutiques across 5 continents.



Sharing alluring designs and superior craftsmanship are hallmarks of the Lafont brand in France and abroad. What will Lafont offer next? To be continued...