

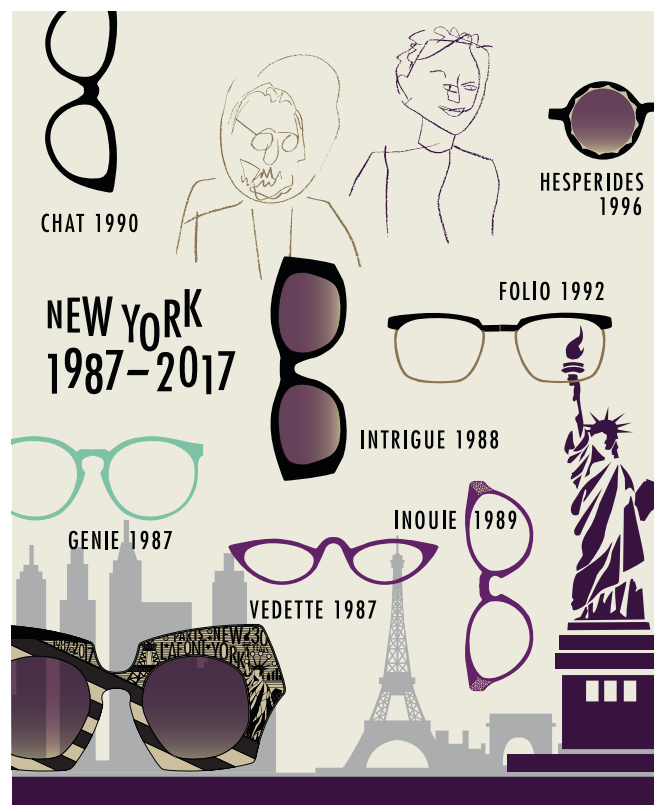
lafont.

— la gazette —

30 years in north america

Maison Lafont celebrates 30 years in North America with their valued partners and dedicated fans!

history and evolution



Lafont originally found success in their business model originally established by Louis Lafont in 1923 in Paris, France. The family business of creating exceptional eyewear designs has been able to sustain itself over 90 years and continues to surpass their expectations

for design integrity and creativity. The city and people of Paris have been the inspiration for their designs using the finest materials by the finest craftsmen.

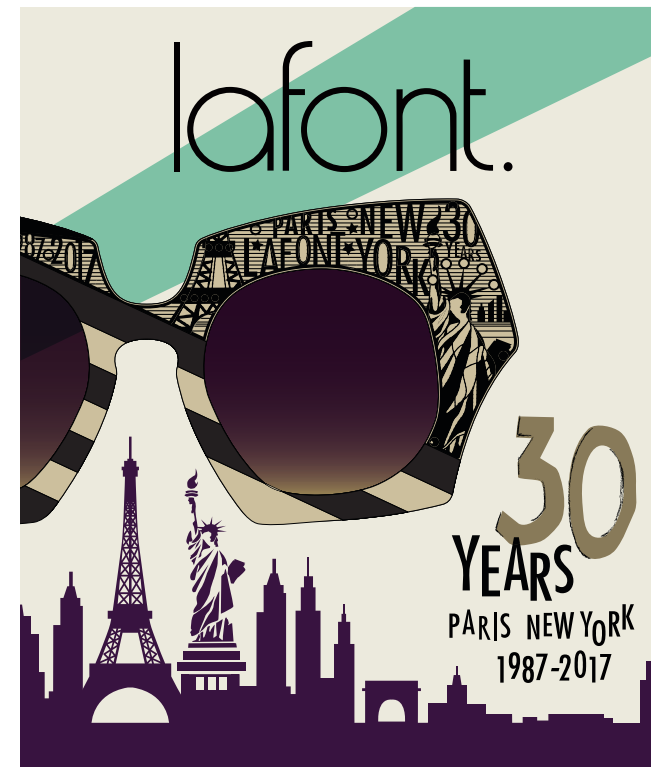
Lafont soon grew into the premier eyewear manufacturer in France and started to look towards expanding their reach. Laurence and Philippe Lafont looked to the US market in 1987 as they recognized that the US consumer was ready for a sophisticated, hand-made eyeglass. Their continued growth and success is evident at boutiques across the nation.

thirty sunglasses

To commemorate the anniversary, Lafont has created a limited edition sunglass simply named "THIRTY". The stunning, black, stainless and carved acetate sunglass is embellished with cut outs of the Statue of Liberty on one temple and the Eiffel Tower on the other. Only 400 pairs will be manufactured so customers will have to get them while they can in select boutiques across the US. Certified with the Origin France Guarantee the limited edition THIRTY will soon be a sought after collector's item.



celebrations continue



For the dedicated Lafont consumer, the brand is co-hosting Trunk Show & Styling Events all across North America! Each show will be hosted at premier Lafont retailers with a style specialist on hand presenting the entire Lafont collection. Souvenirs will accompany the limited engagement events celebrating this truly unique brand.

"Celebrating thirty years in North America is a great honor and privilege for our family and the entire team at Lafont. We recognize that only through the support of our customers and dedicated fans that we are able to commemorate this milestone. We cannot predict what the next thirty years will bring, but what we can be certain about is that at Lafont we will continue to dedicate ourselves to our partners by creating high quality, exceptional eyewear for their patients and consumers." Matthieu & Thomas Lafont.