

lafont.

— la gazette —

lafont paris spring/summer 2019

Evocative names like Matisse and Nicolas de Staël inspired Thomas Lafont's Spring/Summer 2019 campaign. The latest collection blends colors, fluid shapes and curves, which along with photography produce an original artistic result. The new Lafont Paris offerings are boldly highlighted and enhanced by a unique pictorial staging.



Once again, Thomas immerses us into Lafont's world and French art de vivre!

how is 2019 shaping up for you?

Artfully Inspired – Décor

Live your life in full color! The Décor optical frame elegantly combines contrasting acetate colors into one creative pair of glasses. Elegant and tasteful, your eyes will be framed by a true work of art.



Classically Cool – Django

Timeless style is always on trend. Carved from substantial acetate, the Django frame sports a classic rectangular silhouette. Dressed up with a smart suit or down with your favorite pair of jeans, the Django frame is an easy addition to any eyeglass wardrobe.



Tastefully Trendy – Déclic

Love the look of a round frame, but prefer a square shape? Search no further than the hexagonal Déclic. Featuring shiny and matte metal finishes, the unique style guarantees a fashion forward approach to your new year!



my life in lafont!



Mary Lou Schatan - Schatan Optical Gallery

What is your first Lafont related memory?

My first Lafont-related memory is that it was the first independent line I put in my store. I was so happy to be able to offer a unique French eyewear line that fashionable women and men wear in France. Plus, the unique POP using the colorful dot-art really attracted customers.

In your opinion, why does Lafont stand out?

When I think of Lafont, I think of Color. Color in the frames, in the color combinations of plastics and metal. Color in the POP that we use to display the product. Color in the fabulous catalogues and pictures and art. Color in the booths at the Vision Expo that stands out among all of the other vendors. Color makes us happy, and it makes Lafont stand out to us.

How has Lafont benefitted your client base?

Lafont has benefitted our clients because the frames are made exceptionally well, and fit our clients well. Our clients love color options, and Lafont offers plenty of choices. Lyndsey, our sales rep, has also been wonderful at being available to us when we host our annual Lafont trunk show. We now have avid Lafont eyewear collectors.

Which is your all-time favorite frame?

My favorite Lafont model is the special edition Brooklyn Empire State. It is unique, and such a great representation of NYC, with a lovely art-deco twist!