

# lafont.

— la gazette —

lafont Issy & La

Ready for a fresh, colourful, eyewear revival for summer? Take a close look at the new Issy & LA releases! Designed for both men and women, this season's collection offers an array of designs and silhouettes in acetate and stainless steel. Delicate, minimalistic profiles prevail with Declic and Clic - now available with colourful inserts outlining the rim. Geometric silhouettes are in full force with Echo, Ella, and Epic - all with a broad range of acetate hues ranging from subtle tortoise to playful polka-dots.



## Inside Lafont Studio

Creative independence is an integral part of Lafont's DNA. Guardian of the brand's identity and the creative epicentre is the Lafont Design Studio. Not only is the studio responsible for the development of the seasonal collections, but also monthly window displays, tradeshow décor and even design of the annual business cards. Chief Creative Director Thomas Lafont surrounds himself with designers, graphic artists and illustrators to bring the Lafont's colourful world to life.

For decades the Lafont Design Studio has partnered with Thierry Manufacturing. The colours and patterns exclusively created by Maison Lafont, are realized in the frames, handcrafted in the Jura regions of France.



This free and independent approach, combined with the artisanal craftsmanship of each frame, are hallmarks of the Lafont brand.

## My life in lafont!

Mr. Hideki Haruyama of Inspiral, located in Seijo Setagaya district of Tokyo.

### 1) What is your first Lafont-related memory?

The Silmo show in 2001 was one of my first memories of the brand. When I stepped into the Lafont booth I was touched by the warmth and welcoming

atmosphere surrounding the brand! From the Iwaki staff [Lafont distributors in Japan] to the Lafont and worldwide staff, everyone was so friendly. Along with the other employees of Inspiral, I gained a passion for Lafont that we in turn shared with our own customers. I have a vivid memory of Lafont quickly becoming an indispensable brand for our boutique.



### 2) In your opinion, why does Lafont stand out?

For its design and colouring. The taste and sensibility of the brand, and the fact that Lafont is unafraid to try and adopt new materials and technology into its new collections, makes it stand out.

Lafont's underlying standard - drawing inspiration from various sources while discriminating between what suits and what does not suit the brand - has never wavered. It has been unambiguous and straightforward for a long time.

### 3) How has Lafont benefitted your client base?

Lafont is absolutely essential for us, especially for the women of our customer base. In Japan, men occupy a majority of the optical market; in our shop however, women customers account for about half of it. For that half, Lafont is the main factor and motivation to shop with us.

### 4) Which is your all-time favourite frame?

There are a lot of frames I have a personal attachment to! Minos, Katy, Star and Princesse are memorable models in terms of repeat sellers.

Roxanne is my most memorable model because I was wearing the same Roxanne as Madame Laurence Lafont and Madame Mishima. We took a picture together as the "Roxanne Trio" in the Lafont booth!