

Lafont.

Mr. Kuri, an optician for more than 25 years, shares his experience of the profession in his family's store in Kobe, Japan. Coming from a family of opticians that spans three generations, Mr. Kuri reveals a very personal and creative approach to our collections.



WHAT IS YOUR BACKGROUND?

The shop where I work has been running since my grandfather's generation. I started working there when I was a university student and continued working there full-time after graduating. I didn't have any particular dream or a passion for becoming a first-class optician; I just found myself hurled into the world of glasses. I have been working in this industry for over 25 years now without tiring, while amassing my own collection of unique glasses, one pair after another - so I'd say I like my job.

TELL US ABOUT YOUR PROFESSION...

I perform customer service, purchase frames, take pictures for our Instagram page and write for our blog. I'm happy when I hear customers tell me they like their glasses, both practically and aesthetically, that I prepared for them. I enjoy buying frames for our shop when I come across a pair of glasses that stimulate my imagination. For example, when I first saw the

«CLIC 3108», it brought to mind a scene in which a man was doing gymnastic exercises wearing blue and red striped swim trousers, which then brought to mind the opening of Le Mari de la Coiffeuse... and so on.

TELL US ABOUT YOUR BUSINESS AND HOW IT HAS EVOLVED?

Wenn ein Kind, das früher eine Kinderbrille aus unserem Shop kauft, in Jahren später zu neuen Brillen kommt, weil er einen Job beginnt, oder mit einem älteren Kunden, den ich nicht gesehen habe, höre ich, dass er verstorben ist... Ich arbeite in einem Shop für eine längere Zeit, ich denke, Sie erfahren alle Arten von faszinierenden Dingen über das Leben, sogar philosophische Reflexionen über Dinge wie Jugend, Erwachsenwerden und Alter. Und ich denke, diese Erfahrungen haben mir Einsicht gegeben und meine Ingenieurskunst in alles, was ich als Optikerin tue, von Kundendienst bis zur Anpassung von Linsen bis zum Kauf neuer Rahmen.



HOW IS LAFONT A BRAND THAT MEETS THE EXPECTATIONS OF THE MOMENT?

I'm always hoping to find something unexpected - an enthralling combination of colors and patterns.

WHAT IS YOUR FIRST LAFONT MEMORY?

The first Lafont I bought was CHABLIS, and it was the first pair of glasses I lost! I loved them so much, but when I suddenly found out I couldn't find them anywhere, in the end, I never saw them again. It was this parting without a goodbye that made CHABLIS so memorable.

WHAT DOES THE BRAND REPRESENT?

The simplicity of lines, the elegance of form and a stylish variety of colors to complement this. I think Lafont is also unique in that it draws on its wealth of knowledge and history to bring out ideas relevant to the times, while interpreting them in a new way.

YOUR FAVORITE LAFONT FRAME?

MAJESTE. When I first saw it, it reminded me of the scene from Wild at Heart, where Nicolas Cage sings Love Me Tender on the roof of a car. It's a scene filled with humor, twisted beauty and many other sentiments. The complex beauty of MAJESTE is like this scene, with all sorts of emotions bound together with a clever idea.



IS EYEWEAR ONLY A FASHION ACCESSORY?

Ever since I started using progressive lenses, the world has been a blur without glasses, while fine print hurts my eyes and reading is torture. On the one hand, eyeglasses are a practical device compensating for my declining physical condition.

Still, at the same time, they open the door to various memories and sentiments through their inspiring design. It is a luxury to carry something that is both practical and a great work of art on your nose every day. So even if the glasses are a little too heavy, leaving their indent on my nose after taking them off at the end of the day, I am happy.