

OUR BACKGROUND COMES FROM WORKING FOR THE BEST **LUXURY** AND CONTEMPORARY BRANDS IN THE WORLD. OVER THE PAST 10 YEARS WE HAVE WORKED WITH 12 FACTORIES IN ITALY, 2 IN FRANCE, 2 IN GERMANY, 15 IN CHINA, AND MORE THAN 20 IN JAPAN. VIRTUALLY, ALL THE BEST FACTORIES. WE ARE NOW IN WHAT WE **BELIEVE** TO BE THE PREMIER FACTORY IN THE WORLD. IT HAPPENS TO BE LOCATED IN CHINA. THE COMBINATION OF SKILLED CRAFTSMEN AND **STATE-OF-THE-ART** MACHINERY IS UNEQUALED. PLEASE TRUST THAT WE ARE NOT GETTING THE LOWEST PRICE IN CHINA! WE ARE PAYING THE MOST FOR QUALITY.

BECAUSE ADAM, KARA AND I OWN OUR COMPANY, WE DECIDE WHERE WE SPEND OUR MONEY AND WE'RE PUTTING IT INTO OUR PRODUCT. WE USE OPTICALLY CORRECT **NYLON POLARIZED LENSES** TO MINIMIZE HAZE, INCREASE IMPACT RESISTANCE, AND WITH A DURABLE HARD COAT. WE USE **CR39** ON OUR ACETATE SUNGLASSES TO ENSURE THE LENS PERIPHERY WILL NOT CRAZE, THE OPTICAL CLARITY IS EXCELLENT, AND THE COLOR IS **BRILLIANT.** WE USE **HARD COATED POLYCARBONATE** ON OUR METAL FRAMES TO PROTECT AGAINST CRACKING WITH A REVERSE GROOVE OR SEMI RIMLESS FRAME. I THINK YOU WILL NOTICE OUR GRADIENT TINTS ON OUR PC LENSES ARE THE BEST IN THE MARKET AND THAT'S NOT AN EASY THING TO ACHIEVE. OUR LENSES ARE SOURCED FROM THE BEST IN THE WORLD, ALL LOCATED IN EUROPE AND ASIA.

WE USE **MAZZUCCHELLI ACETATE** WE DO CUSTOM COLORS. WE USE BLOCK MATERIAL (AND NOT THE CHEAP STUFF). OUR POLISHING IS SUPERIOR. LOOK AT THE INTERSECTION BETWEEN TEMPLE AND ENDPiece AND WE YOU WILL NOT FIND ANY GAPS OR IMPERFECTIONS. LOOK AROUND EVERY HINGE. YOU WON'T SEE DEFECTS OF EXCESS ACETATE FROM HEAT SUNK HINGES OR MARKS FROM LAZY BUFFING. WE **USE MONEL SOURCED FROM GERMANY AND JAPAN.** CNC MACHINED FROM A SINGLE SHEET (THE EXPENSIVE WAY TO DO IT). OUR SOLDERING POINTS ARE **PERFECT** AND OUR PLATING, ALTHOUGH PRODUCED IN CHINA, IS ALL DONE IN THE JAPANESE METHOD. OUR BICOLOR PAINT SCHEMES ARE PAINSTAKINGLY **DONE BY HAND** MASKING THE ENDPiece FROM THE FRAME FRONT. NOT THE INEXPENSIVE SIMPLE WAY OF PAINTING THE TEMPLE A DIFFERENT COLOR FROM THE FRONT AND SCREWING THEM TOGETHER. ALL OF THIS IS DONE IN A STATE-OF-THE-ART PAINTING FACILITY, ONE OF THE FEW EYEWEAR FACTORIES THAT EMPLOY THIS **CRAFTSMANSHIP** IN THE WORLD. WE USE **OBE HINGES** WITH COATED SCREWS TO ENSURE A SMOOTH ACTION AND THAT THEY STAY TIGHT LONGER. WE HAVE ONLY THREE SCREW SIZES TO MAKE THE OPTICIANS LIFE EASIER. WE **HAND APPLY OUR ENAMEL** FILL IN EVERY LEFT TEMPLE TIP ON EVERY FRAME. EVEN OUR FRAME NAMES ARE ETCHED IN KARA'S HANDWRITING!

OUR **FITS ARE EXCELLENT AND DESIGNS EXTRAORDINARY.** WE DON'T DO THE "MADE IN" FRAME STAMPING TRICK. WE COULD HAVE POSITIONED OUR BRAND AT TWICE OUR PRICE THAT WAY. WE BELIEVE WE FIT A UNIQUE SPACE WITHIN PREMIER OPTICAL RETAILERS.

**WHY SHOULDN'T SOMEONE BE ABLE TO GET THIS QUALITY AT THIS PRICE?**