

SELECTED

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ROLF



»Nero«



»Juna«



»Taja«



ROLF is undoubtedly one of the pioneers and trailblazers when it comes to sustainable eyewear production. The Tyrolean family business has been impressing customers for many years with its innovation and design, always with a high standard for its own sustainable actions, but – and this is important to the Austrian brand – always “beyond the eco-hype.”

The regional production of eyewear in its own factory is important to ROLF. This is because nature and the seclusion on site give the ROLF team the freedom to develop new, innovative products. The high quality of ROLF products already makes an important contribution because long-lasting products are sustainable by nature. This is why ROLF relies on low-wear technologies such as the patented Flexlock joint.

ROLF undoubtedly achieves the greatest effect through the materials used. The requirement is quite simple: the materials must be natural! ROLF has become known for its high-quality wooden collections, which exude an inimitable charm and warmth, such as the »Mayflower« model shown here. Made from carefully selected, finely layered woods, each pair of wooden glasses is unique. For some time now, there have also been frames made of stone, a material that also requires a high degree of craftsmanship.

The material theme is rounded off by the *Substance* collections, in which the fast-growing castor bean is used as the material base. The *Substance* models are purely

plant-based, light and comfortable to wear on the nose. At the same time, the material is robust and durable. The first launches of castor bean eyewear were so successful that there are now several *Substance* collections, including very fashionable lines such as the Wire collection with its progressive design. With a new, colorful look, two basic colors, four thread colors and countless variations, the collection offers its own design language, as the models »Juna«, »Nero«, »Taja« and »Luna Sun« impressively demonstrate. There is also a special collection for children, because you can't start early enough with environmental protection. ▽

rolf-spectacles.com



ROLF
»Luna Sun«



»Mayflower«



»Giannini«