

FAVR TREND REPORT 2025

A curated selection of brands that shape style, innovation and craftsmanship

As we turn the page to 2025, a new chapter in eyewear trends is unfolding – building on the innovations of recent years, while taking new directions that reflect broader cultural and societal currents. The evolution of premium eyewear reflects the world's heightened focus on individuality, craftsmanship and the interplay between heritage and modernity. While eyewear has long transcended its utilitarian roots to become a cornerstone of personal style, 2025 deepens this narrative, with frames serving as both statements of identity and reflections of larger design and craftsmanship movements. From natural materials to cutting-edge precision, this year's trends celebrate the intersection of tradition and innovation, creating eyewear that captures the essence of who we are and where we are going.



Eyewear
Trends 2025
FAVRSPECS.COM

fashion photography : **ULRICH HARTMANN** [Berlin]

hair & make-up : **MELANIE HOPPE**

models : **MAJA & DAVID** at SEEDS

assistant : **ZOE KLIX**

styling : **ALL LOOKS MODEL'S OWN**

location : **STUDIO 21 BERLIN**

still life photography & set design : **NOCERA & FERRI** [London]

retouch : **LAURA CAMMARATA**

This trend report takes a fresh approach by focusing on the brands that define the key movements that will shape eyewear in 2025, with each brand representing a distinct perspective. Discover VERONIKA WILDGRUBER's striking geometric designs, where art meets sustainability, and explore ETNIA BARCELONA's homage to heritage through the *Pellicer* collection, rooted in the vibrant culture of their city. lool takes ultra-lightweight eyewear to new heights, while VASUMA fuses Scandinavian minimalism with a pop culture edge. ANNE ET VALENTIN balances creativity and comfort with playful designs, and THEO proves that eyewear can be as fun as it is bold. MATSUDA brings timeless sophistication through meticulous Japanese craftsmanship, while AMERICAN OPTICAL revives iconic styles with vintage charm. Finally, ROLF leads the way in eco-friendly innovation, putting sustainability at the forefront of this year's trends.

For a deeper dive into these and other ground-breaking developments, don't miss our blog post, "Eyewear Trends for 2025", which is already top-ranked on Google and a trusted source of industry insight. Use the QR code next to this article to instantly access the full post and explore the stories behind this year's trends in detail. Let us guide you through the innovations and inspirations that will shape eyewear this year. And now, let's take a look at some of the brands and how they are shaping eyewear trends for 2025.



MATSUDA

»M1036«



ETNIA
BARCELONA

»Milà«

by Pellicer Collection



»Fortuny«

by Pellicer Collection



»Guimerà«

by Pellicer Collection



ETNIA
BARCELONA

»Rusiñol«

by Pellicer
Collection

HERITAGE EYEWEAR DESIGN

ETNIA BARCELONA

Heritage and Modernity – ETNIA BARCELONA defines 2025's trend of blending cultural heritage with modern craftsmanship. The *Pellicer* collection pays tribute to three generations of eyewear expertise while drawing inspiration from Barcelona's vibrant cultural history. With earthy tones and flowing lines reminiscent of Catalan modernism, these frames merge bold design with the highest-quality materials, such as *Mazzucchelli* acetate and *Barberini* mineral lenses. This commitment to fusing tradition with innovation resonates with a global shift toward timeless designs that tell a story. As an independent eyewear powerhouse, ETNIA BARCELONA continues to lead with collections that encapsulate the spirit of their city while staying at the forefront of the industry.



ANNE ET VALENTIN
»Mecasmart«



»Wamy«



»Boheme«



ANNE ET VALENTIN
»Balto«

FRENCH EYEWEAR DESIGN

ANNE ET VALENTIN

Creative Craftsmanship for Everyday Wear – ANNE ET VALENTIN defines 2025's trend of personalized craftsmanship with designs that marry creativity and practicality. Known for their colorful and ergonomic frames, the brand excels at creating eyewear that feels fresh while remaining comfortable and wearable. Drawing on French and Japanese craftsmanship, their collections embrace technical precision while celebrating individuality through playful shapes and hues. As eyewear becomes an essential expression of personal style in 2025, ANNE ET VALENTIN exemplifies how thoughtful design can elevate everyday accessories into statements of personality and artistry.



ROLF
»Aster«

S U S T A I N A B L E E Y E W E A R

ROLF

Natural Materials and Sustainable Innovation – ROLF leads the 2025 trend toward eco-conscious design with a dedication to quality and innovation that goes beyond the eco-hype. Their high-quality eyewear is crafted from exceptional plant materials such as Tyrolean wood, stone, and even beans, setting new standards for sustainable luxury. The brand's innovative approach is exemplified in their plant-based 3D-printed frames and the *Substance* collection, where cutting-edge techniques meet timeless craftsmanship. By redefining sustainable eyewear, ROLF demonstrates that style, functionality, and environmental responsibility can harmonize beautifully. As consumer demand for sustainability grows, ROLF's vision and ingenuity cement their position as trailblazers in the future of eyewear design.



ROLF
»Charlston«



»Sana«



»Lupin«





JAPANESE CRAFTSMANSHIP

MATSUDA

Timeless Artistry Meets Innovation – MATSUDA epitomizes 2025's eyewear trend of fusing traditional craftsmanship with innovative design, delivering frames that are both timeless and contemporary. Each pair is a masterpiece, meticulously handcrafted in Sabae, Japan, where artisans dedicate over 71 hours and follow more than 250 intricate steps to achieve unparalleled quality. Drawing from centuries-old techniques and the Japanese cultural mindset of precision, MATSUDA embodies a slow-paced approach to production, where getting every detail right is paramount. The brand's designs are inspired by historical eyewear, seamlessly infused with forward-thinking aesthetics. Signature styles reflect a unique cross-cultural eclecticism, merging architectural influences with refined vintage themes to create a tangible balance of sophistication and adventure. By marrying pioneering technology with a dedication to artistry, MATSUDA inspires in a world increasingly drawn to thoughtful craftsmanship.



MATSUDA
»M1036«



MATSUDA
»M3145«



»M3148«



»M1037«





VASUMA
»Malpolon«



»Sipedon«



»Cerastes«



VASUMA
»VW1«



SCANDINAVIAN EYEWEAR DESIGN

VASUMA

Scandinavian cool with modern flair – VASUMA leads the charge in 2025's exploration of regional design influences by blending Scandinavian heritage with bold, contemporary flair. Their acetate and metal frames combine clean lines and functional aesthetics with unexpected pops of color and style, making them a standout in the growing movement toward eyewear that balances tradition with modernity. As they celebrate their 20th anniversary, VASUMA reinforces the trend of prioritizing quality and timeless design while appealing to a new generation of wearers looking for frames that feel both authentic and fashion-forward.

AMERICAN STYLE EYEWEAR

AMERICAN OPTICAL

Heritage Icons Revived – AMERICAN OPTICAL is one of the brands at the forefront of the 2025 heritage eyewear trend, championing a resurgence of timeless designs that honor the past while embracing modern sensibilities. Their iconic pilot sunglasses, originally crafted for military pilots in the 1950s, stand as a testament to enduring quality and cultural significance. These frames, favored by both aviation heroes and pop culture icons, blend vintage authenticity with a contemporary edge, making them as relevant today as they were decades ago. With their proven durability and storied legacy, AMERICAN OPTICAL captures the growing consumer desire for eyewear that tells a story – one of authenticity, craftsmanship, and timeless appeal. As heritage eyewear continues to thrive, the brand's commitment to classic design ensures its position as a leader in this meaningful and stylish movement.



AMERICAN
OPTICAL
»Keaton«



»Hudson«



AMERICAN
OPTICAL
»Flynn«



»Sirmont«



»Toji«



THEO
»Parachute«



»Basket«



THEO
»Crank«



COLORFUL EYEWEAR

THEO

Joyful Expression Through Eyewear – In 2025, THEO takes center stage in the trend of playful self-expression, transforming eyewear into an artful celebration of color, personality, and joy. The Belgian brand's bold, vibrant designs are a testament to its philosophy: "THEO loves you." Renowned for its daring use of vivid hues and unique shapes, THEO redefines eyewear as a medium for emotional connection and individuality. Each frame is designed in Antwerp and meticulously crafted in high-quality workshops in

Belgium and France, ensuring that creativity is matched by impeccable craftsmanship. By blending artistic influences with a touch of humor, THEO proves that eyewear can be both sophisticated and fun. Their use of vibrant colors – whether in bold contrasts or harmonious palettes – turns every frame into a statement piece, appealing to those who view eyewear as an extension of their unique personality. In 2025, THEO reaffirms that eyewear isn't just about function – it's about creating moments of delight and fostering loyalty through bold, creative expression.

EYE - CATCHING EYEWEAR

VERONIKA WILDGRUBER

Geometry Meets Innovation – Berlin-based VERONIKA WILDGRUBER stands out in 2025 by pushing the boundaries of form and function in eyewear design. Inspired by architecture and geometry, her bold frames play with dimensions, creating sophisticated color compositions through layering and beveling custom acetate materials. These striking designs reflect a broader trend for individuality in eyewear, where each pair becomes a unique artistic statement. Veronika's commitment to craftsmanship and sustainability is evident in every detail, from her collaboration with family-owned manufacturers in Germany and Italy to the use of recycled materials. As the winner of multiple *Silmo d'Or* awards, her brand embodies a vision of eyewear as both an accessory and a creative medium, driving the trends of innovation and artistry in 2025.



VERONIKA
WILDGRUBER
»Rick«



»Banner«



»Wanda«



VERONIKA
WILDGRUBER
»Pris«





lool
»Nova«



»Nebula«



»Astro«



lool
»Pyro Sun«

LIGHTWEIGHT EYEWEAR

lool

Ultralight Frames Redefine Minimalism – lool embodies the 2025 trend of minimalism through its groundbreaking approach to ultralight eyewear. With the FW24 *Stereotomic Series*, the brand reimagines what eyewear can achieve by creating frames that weigh as little as 4 grams. Crafted from advanced materials like *Cromalyt* and stainless steel, each piece balances technical precision with a futuristic aesthetic. lool's screwless hinge system further highlights the brand's commitment to innovation in design. This dedication to reducing eyewear to its purest, lightest form makes lool a leader in the growing trend for streamlined, high-performance frames that seamlessly integrate with everyday life.