

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

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styling : **ALL LOOKS MODEL'S OWN**
location : **STUDIO 21 BERLIN**

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



ROLF
»Aster«

SUSTAINABLE EYEWEAR

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«

