

# STARCK

BIOTECH  
PARIS

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## STARCK BIOTECH PARIS LAUNCHES A NEW BREED OF FLEXIBILITY

In 2019 the collaboration between Philippe Starck & Luxottica takes another step towards the future with a new collection of eyewear.

Starck Biotech Paris revolutionizes the concept of design, by merging it with biomechanics, placing Bionism at its core: taking inspiration from the organic to innovate, in favor of humanity. Each pair of glasses is crafted using the exclusive Biolink® technology, a screwless hinge designed having as a base the structure of a human collarbone, delivering greater comfort and flexibility. Starck Biotech Paris is the intersection of technology and the designer's essence paired with a sophisticated Parisian attitude.

The 2019 Starck Biotech Paris collection reflects the efficient character of Philippe Starck, showing outstanding quality, comfort and fit. The best choice for those seeking a unique frame with exclusive features: proven to be the successful result of research on technology & innovation.

*'Each of the styles of the collection constitutes an elegant extension of the individual. Even disappearing from our perceptive field and merging completely with the body in harmony. The collection is about richness of colors and purity of lines combined with subtle contrasts. Starck Biotech Paris is not a revolution, it is the right evolution.'*  
Philippe Starck

Starck Biotech Paris announces its latest high-tech, creative and timeless designs through a witty and minimalist personality, both elegant & intelligent.

Philippe Starck and Luxottica have created an entire advertising campaign exploring Starck's exquisite sense of humor, portraying the concept of Bionism through human flexibility.

So, what if Philippe Starck was as flexible as his eyewear styles?



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**Metal** | The Spring 2019 collection presents 2 new, full rim metal models featuring a classic and easy lens fitting system. The front is made from one unique piece, without soldering on the bridge area.



## SH2038

This round eye shape targets consumers looking for a retro and timeless appearance. The metal pad arms provide a universal fitting. The SH2038 features handmade acetate temples.



## SH2039

The SH2039 presents a soft rectangle eye shape with a high-positioned bridge that reinforces its sporty appearance. The metal pad arms provide a universal fitting. It features our new generation of double-injected temples.

**Combo Aluminum and Gravity Evo®** | For the Spring 2019 collection, Starck Biotech Paris presents the unique balance between the cold and mat touch of Aluminum, one of the most advanced materials to exist, and the warm and colored character of Gravity Evo®, creating a truly organic and smooth appearance.



## SH2037

On the bridge area, aluminum and Gravity Evo® are associated without any screws thanks to an exclusive rail system, for maximum integration. The aluminum bar has been colored by anodization, which guarantees the highest quality. The SH2037 features handmade acetate temples.

**Bold Acetate** | After having achieved the thinnest acetate models ever developed in the collection, for the Spring and Summer 2019 collections, Starck Eyes reinterprets the 'Extra Bold' icons that are at the very heart of the brand, adding a touch of contemporary design to this historical product.



## SH3052

Starck Eyes goes back to the iconic aesthetics of the brand from the early 2000's with this model featuring extra bold temples. Developed in collaboration with MAZZUCHELLI's engineers, all our acetates are absolutely exclusive.

**Gravity Evo®** | The high-tech Gravity products have been the best-selling segment since their launch in 2009. The SPRING SUMMER 2019 collection enhances the offer with a new, timeless model featuring handmade acetate temples.



## SH3056

Ultra-thin rectangular lightweight frame, the SH3056 presents very soft angles for a timeless appearance. It features handmade acetate temples.

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**Acetate Sun Masks** | Nod to the late 70's, the 2 new handmade acetate models introduce a vintage sporty inspiration voluntarily modernized with Philippe Starck's philosophy: pureness and minimalism.



## SH5025

This 80's inspired frame has an oversized square shape, with a deep, angular sun mask, juxtaposed with a rich handmade acetate structure. It features an anti-reflective coating inside, for an improved comfort. Developed in collaboration with Mazzucchelli's engineers, all our acetates are absolutely exclusive.



## SH5026

As a complement to the SH5025, this oversized sun mask has a striking design, featuring a teardrop lens shape with soft curves combined with a straight top bar. It features an anti-reflective coating inside, for improved comfort. Developed in collaboration with Mazzucchelli's engineers, all our acetates are absolutely exclusive.

## ABOUT PHILIPPE STARCK

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of 'democratic design'. By employing his prolific work across all domains, from everyday products (furniture, a citrus-squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, habitation module for private space tourism), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene. Philippe Starck and his wife, Jasmine, spend most of their time on airplanes or in 'middles of nowhere'.

[www.starck.com](http://www.starck.com) / Facebook @StarckOfficial / Instagram @Starck

## ABOUT LUXOTTICA GROUP S.P.A.

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,100 stores, with LensCrafters and Pearle Vision in North America, OPSM, LensCrafters and Spectacle Hut in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2018, with approximately 82,000 employees, Luxottica posted net sales of about Euro 9 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

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