

THE ORIGINAL

Flair®



NEW ARRIVALS LOOKBOOK

– April / MIDO 22 –

THE ORIGINAL
Flair[®]

FLAIR DNA. BEAUTY IN EVERY DETAIL.

FLAIR stands for:

ultralight premium eyewear

with maximum wearing comfort.

Aesthetic harmony and functionality and
timeless elegance and beauty rather than a fashion
statement.

Handcrafted masterpieces with superior sophistication and
that special „something“ a touch of „FLAIR“.

THE ORIGINAL. MADE IN GERMANY.





MADE IN GERMANY.

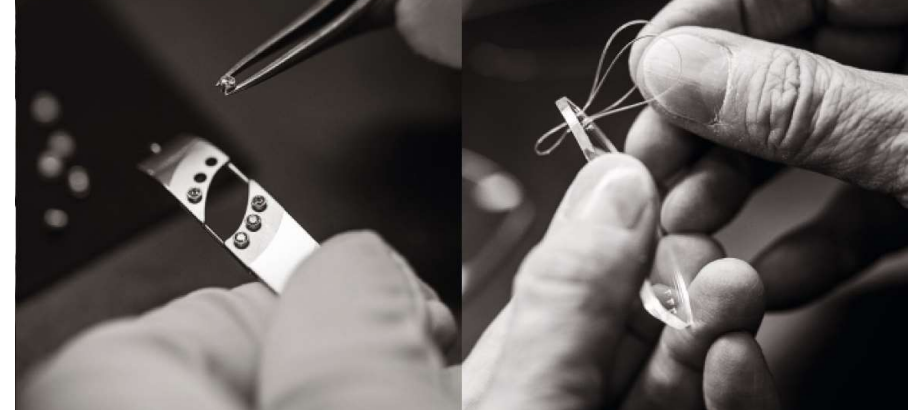
The perfect combination of passion, precision and know-how.

For us, MADE IN GERMANY is more than just a label that guarantees excellent quality. We believe that the best way to achieve the distinctiveness, sophistication, quality and functionality which characterize our fine eyewear is a **chain of development and production in Germany.**

This starts with decades of experience in design and development. It continues in all production steps and ensures the unique quality of a feather-weight FLAIR – Made in Germany. **The difference is in the details** which make each FLAIR an incomparable masterpiece.

In our manufactory we create masterpieces that inspire people all over the world and continues to **surprise with its innovations and originality.** What drives us is our attention down to the detail – from the initial design idea to the last step of quality control.

Hundreds of precisely coordinated work steps come together to produce a FLAIR. To do so, we rely upon a combination of careful craftsmanship and state-of-the-art production processes. The result is **masterful designer eyewear, a symbiosis of beauty and lightness, durability and functionality.**





GENERAL CHARACTERISTICS.

Made in Germany |
Made in Japan

Titanium | Stainless (Bio) Steel

- Lightweight
- Durable
- Hypo-allergenic
- 18-22 ct gold / palladium plating without cadmium, cobalt or nickel

Worldwide patent PURE TECHNOLOGY

No screws or plugs. Special, elastic nylon wire: maximum lightness and comfort. Invisible and maintenance-free.

Temples entirely and steplessly adaptable and cuttable

Head-shaped bending of temples
for maximum wearing comfort

Premium PVC nose pads

360° moveable and adaptable with metallic FLAIR logo inlay

Premium acetate temple tips with metallic FLAIR logo inlay

OBE hinges with injection-molded and smooth-running easy motion screw with auto-stop function

(SMS = smooth movement screw)



THE COLLECTION

NEW ARRIVALS



COLLECTION OVERVIEW.

ART COUTURE

36 models – 106 SKUs



MYWAVE

12 models – 24 SKUs

NEW ARRIVALS



PURE COLOUR

31 models – 62 SKUs

NEW ARRIVALS



FASHION LINE

6 models – 6 SKUs



SPECIALS

2 Specials



PURE CLASSIC RIMLESS

34 models – 85 SKUs

NEW ARRIVALS



STYLE FULLRIM

15 models – 62 SKUs

NEW ARRIVALS



CLASSIC NYLOR

3 models – 12 SKUs



TOTAL / OVERALL

138 models – 358 SKUs

PURE COLOUR

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PURE COLOUR. CUSTOM URBAN AESTHETICS.

3 timelessly refined temple designs (Small, Medium, Large)

X

A huge variety of lens shapes

X

Strong and expressive colours

X

...the optician! (for the final customization and consulting)

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PURE COLOUR. CUSTOM URBAN AESTHETICS.

PURE COLOUR is designed to reach high volume and rotation with little stock.

To offer the feeling of ultimate individual counsel to the endconsumer. Thus, increase value of the sales (average price) and possibility of selling premium lenses.

The concept is easy: 3 temple designs X 18 colours X 50 lens shapes + (metallic) colour sampler

Designs suit a wide range of endconsumers. With the metallic colour sampler one can perfectly sell colours without the need of having them on stock.

The concept works with 6+ frames (better 9, ideal 12). Best case homogeneously sorted with top colours, i.e. selected colours (2-4) in all 3 temple designs each (e.g. = 4 X 3 = 12 frames.)

The key: offer a rimless PURE COLOUR to EVERY customer and make them discover the great possibilities of rimless and a good optician.

TEMPLE DESIGN: S | M | L



Temple designs are each available in all 18 colours.



All models can be ordered with price advantage as SET (frame without demo lenses).

THE COLOURS:

COLOUR	S (2 mm)	M (4 mm)	L (6 mm)
col.104 Palladium	5004	556	5019
col.105 Gold	5008	554	5022
col.108 Ruthenium	5008	557	5021
col.150 Nardo grey matt NEW	5035	5036	5037
col.250 Cocoa brown matt NEW	5035	5036	5037
col.308 Hibiscus red	5007	558	5018
col.338 Black	5004	553	5019
col.378 Green matt	5003	553	5017
col.388 Light blue	5005	558	5017
col.390 Grey	5005	555	5015
col.391 Wine red	5008	551	5020
col.814 Orange matt	5009	556	5022
col.815 Coral	5007	554	5016
col.817 Green matt	5009	551	5020
col.818 Berry	5008	552	5016
col.826 Pink	5003	552	5018
col.879 Dark blue	5002	555	5021
col.890 Dark brown matt	5002	557	5015

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PURE COLOUR. CUSTOM URBAN AESTHETICS.



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PURE COLOUR. SEASONALS. 5031-34. THE IDEA.

PURE COLOUR entering the next level and dimension!

Colour becomes chromaticity (a play of colours). Achieved by the first time PURE COLOUR SEASONALS.

Two men's and two ladies styles offer new contemporary lens shapes as well as incredibly sophisticated temple colourings and surface refinements using and partially combining elaborate hand-, print- and laser-techniques.

The SEASONALS represent the vogueish designs and colours of upcoming Spring / Summer season. The offer is limited – just as in fashion. But: there will be more SEASONALS for the next season already lining up.

The SEASONALS put PURE COLOUR even more in the focus of every presentation and further raise the overall impression of this important line.



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PURE COLOUR. SEASONALS. 5031. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel
Country of origin:	Made in Germany
Plating Colour:	100 Palladium Black / Silver laser line 200 Palladium Deep blue / Black print pattern
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes

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PURE COLOUR. SEASONALS. 5032. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel
Country of origin:	Made in Germany
Plating Colour:	100 Gold Sand truffle lasered 200 Gold Red-daisy lasered
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes

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PURE COLOUR. SEASONALS. 5033. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel
Country of origin:	Made in Germany
Plating Colour:	100 Palladium Mocca-coffee printed leather pattern 200 Palladium Carbon / Red pattern
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes

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PURE COLOUR. SEASONALS. 5034. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel
Country of origin:	Made in Germany
Plating Colour:	100 Gold Beaujolais-grape 200 Palladium Denim floral pattern
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes

MYWAVE

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MYWAVE. ENERGETIC FLEXIBILITY.

Sophistication meets airy urban design.

MYWAVE applies an extremely flexible and dynamic WAVE-design on the temples creating superior flexibility and wearing comfort.

Different structures from classic wave over meander to charismatic double-layer wave.

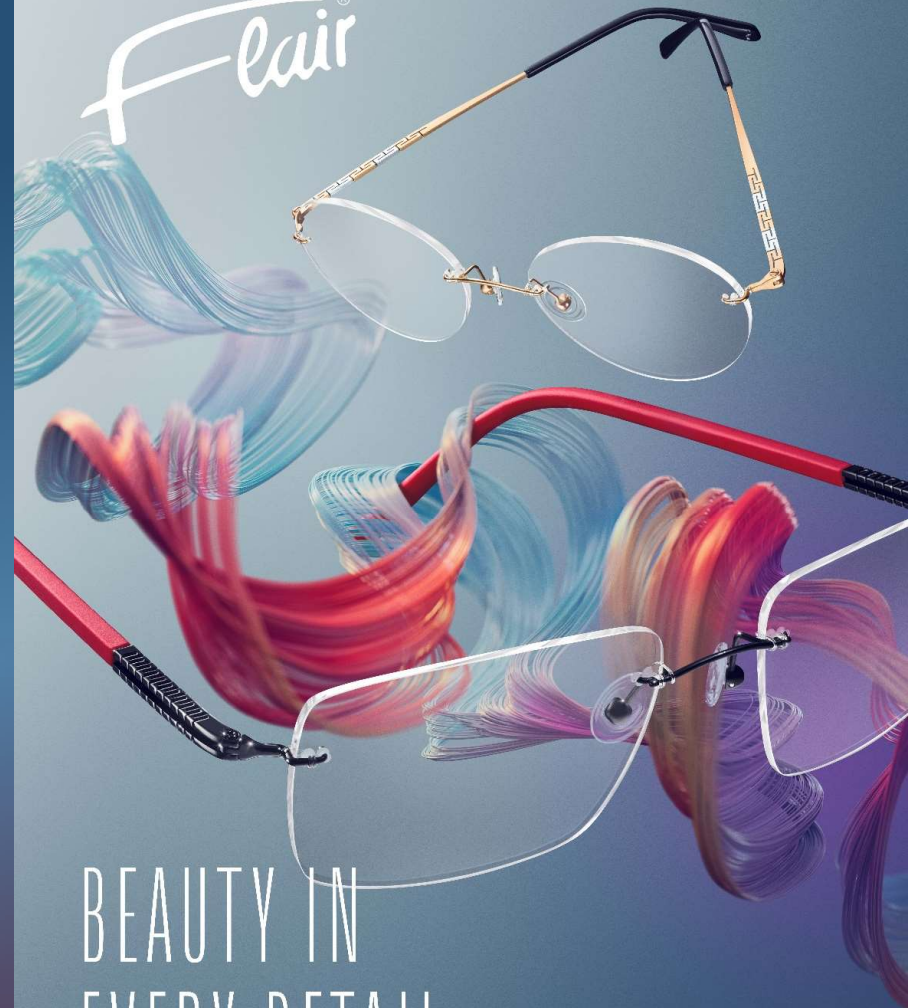
All based on an iconic 90° rotated temple making the design a visual and haptic highlight.

The WAVE design also harmonically follows the iconic FLAIR flowing ribbon and creates a great visual connection over the segments.

A WAVE wants to be surfed.

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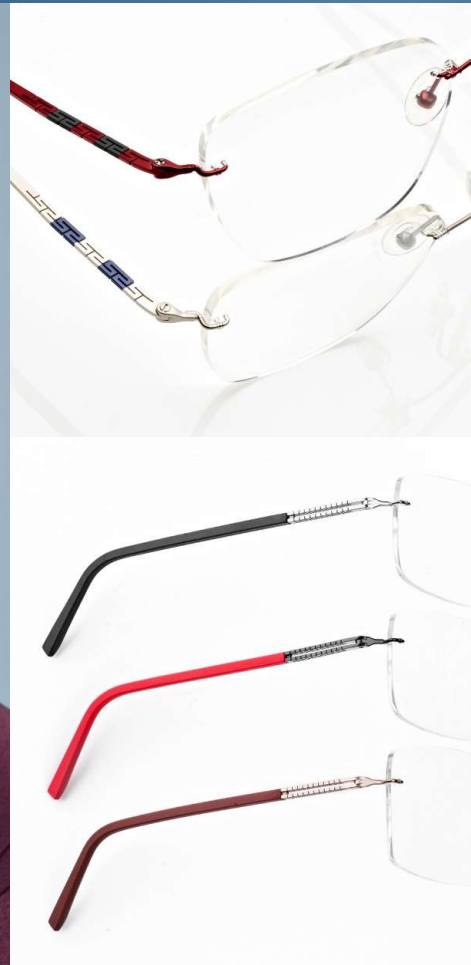
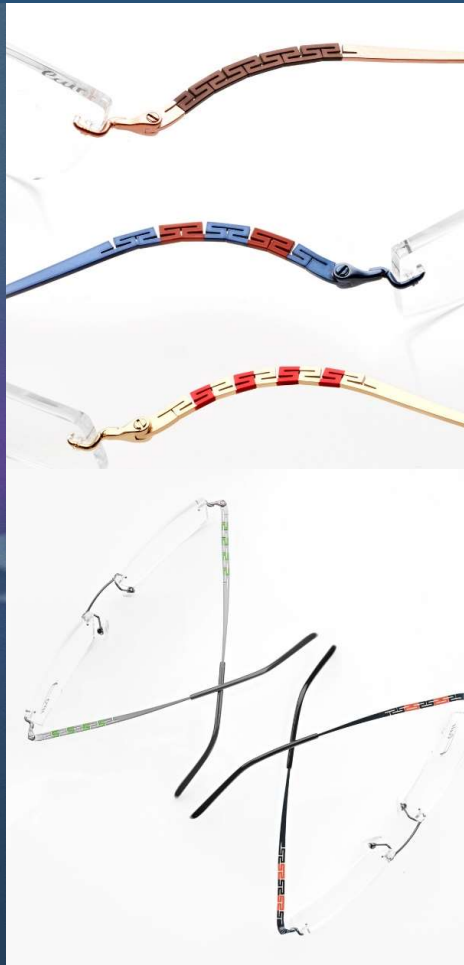
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EVERY DETAIL.

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MYWAVE. ENERGETIC FLEXIBILITY.



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MYWAVE. 2005-2006. THE IDEA.

2 new waves rolling in to develop and refine the success collection.

The iconic MYWAVE two-ply cutout design – for this collection realized in premium acetate – meets face designs out of finest and thinnest stainless steel.

The result are two lightweight mens styles, able to give every man's look a distinctive touch.

At FLAIR 2005 the sophisticated cutout design of the temple harmonically continues in the front and gives an incredible look and particularity to the style.

The temples are playing with striking to sober colours and a sporty-classic colour line, for which the acetate needs to be lasered and filled with colour in an elaborate process.

Beauty in every detail.



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MYWAVE. 2005. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel with acetate
Country of origin:	Made in Germany
Plating Colour:	100 Black Tomato red 200 Blue Ocean 300 Grey Black 400 Bronze-brown Orange
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	FULLRIM (Inline glazing)
Progressive glazing:	Yes
Size:	56 - 16

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MYWAVE. 2006. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Stainless Steel with acetate
Country of origin:	Made in Germany
Plating Colour:	100 Silver Blue / Tomato red
	200 Ruthenium Black / Blue
	300 Black Red / Grey
	400 Nardo-grey Olive / Limegreen
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	FULLRIM (Inline glazing)
Progressive glazing:	Yes
Size:	58 - 16

CLASSIC RIMLESS

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CLASSIC RIMLESS. TITANIUM. 5038-5039. DIE IDEE.

Pure Titanium – highest sophistication.

Reduced, yet extremely detailed at the same time. The clear and straight temple is forged into a three-dimensionally triangular profile in multiple worksteps. A pressed window is added to position the FLAIR logo in a distinguished yet contained manner.

This design idea is literally made for the use of premium Beta-Titanium.

The play of light and colour making full use of the triangular design, is underlined by a fresh polychromatism with complementary or reinforcing colours.

Beauty in every detail.



THE ORIGINAL
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CLASSIC RIMLESS. TITANIUM. 5038. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Beta-Titanium
Country of origin:	Made in Germany
Plating Colour:	100 Palladium Mintgreen / Purple 200 Gold Rose / Caramel 300 Palladium Lightblue / Aquablue 400 Ruthenium Pink / Fuchsia
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes
Size:	53 - 18

THE ORIGINAL
Flair

CLASSIC RIMLESS. TITANIUM. 5039. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Beta-Titanium
Country of origin:	Made in Germany
Plating Colour:	100 Black / Black
	200 Bronze / Chocolate
	300 Gold / Silver
	400 Marineblue / Nightblue
Pads:	PVC 360° with metallic FLAIR inlay
Technology:	PURE TECHNOLOGY 3
Progressive glazing:	Yes
Size:	54 - 18

STYLE

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STYLE. URBAN LIGHTNESS.

True beauty sometimes comes from small details.

The STYLE line covers complaisant urban fullrim designs and interprets them the FLAIR way. With a little detail, sophistication or technicity here or there.

Sometimes visible, like exciting colours with elaborate accents, contrasts, prints or structures or unusual and complex processing technologies.

Other times a little more influencing the look and feel of the composition. Using inner acetate instead of windsor rings or open endpieces for airy design an more lightness.



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STYLE. URBAN LIGHTNESS.



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ACETATE-TITANIUM 7006-7007. THE IDEA.

The ribbon twists into the acetate.

The WAVY RIBBON, one of the leading design themes of the collection, meets a premium acetate front.

A unique combination of iconic FLAIR design, finest lightweight Beta-Titanium and exquisite italian acetates in up-to-date colours.

One rectangular and one deep panto shape make the start into a collection to be further developed soon.



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ACETATE-TITANIUM. 7006. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Beta-Titanium / Acetate
Country of origin:	Made in Germany
Plating Colour:	100 Gold Petrol / Beige 200 Rosé-Gold Peach 300 Palladium Blue 400 Rosé-Gold Grey / Berry
Pads:	Acetate direct nose-pads
Technology:	CLASSIC FULLRIM (bevel)
Progressive glazing:	Yes
Size:	53 - 17

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ACETATE-TITANIUM. 7007. THE DETAILS.



TECHNICAL SPECIFICATIONS:

Material:	Beta-Titanium / Acetate
Country of origin:	Made in Germany
Plating Colour:	100 Gold Black
	200 Gold Havana
	300 Palladium Petrol / Beige
	400 Gold Blue
Pads:	Acetate direct nose-pads
Technology:	CLASSIC FULLRIM (bevel)
Progressive glazing:	Yes
Size:	55 - 16

SPECIALS



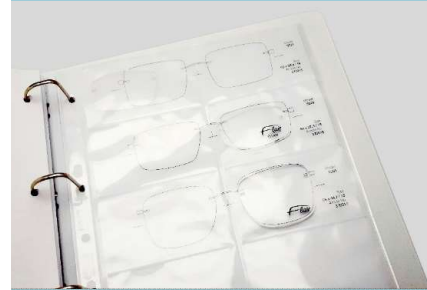
SPECIALS. LENS CREATOR. THE IDEA.

The FLAIR LENS CREATOR is an advisory tool for opticians.

It permits to trial glaze all PURE TECHNOLOGY 3 frames with a range of 20 (pre-drilled) lens shapes – from Heritage to Expressive – and offer an even higher level of customization to the endconsumer.

The LENS CREATOR can be extended individually by collecting any other (used) FLAIR PURE 3 shape.

LENS CREATOR shapes are available seperately as demo lenses. Outside of these, only lens formers are available upon request.



POP AND CAMPAIGN IMAGES

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THE CAMPAIGN. ART COUTURE.

2022 the image of ART COUTURE becomes a little more feminine, modern and softer.

The black background slightly fades into an ethereal dark purple / aubergine.

The design trend of the year, i.e. FLORALS, is picked up in the current campaign image.

The highly artistic photography, creates the impression of an art painting.



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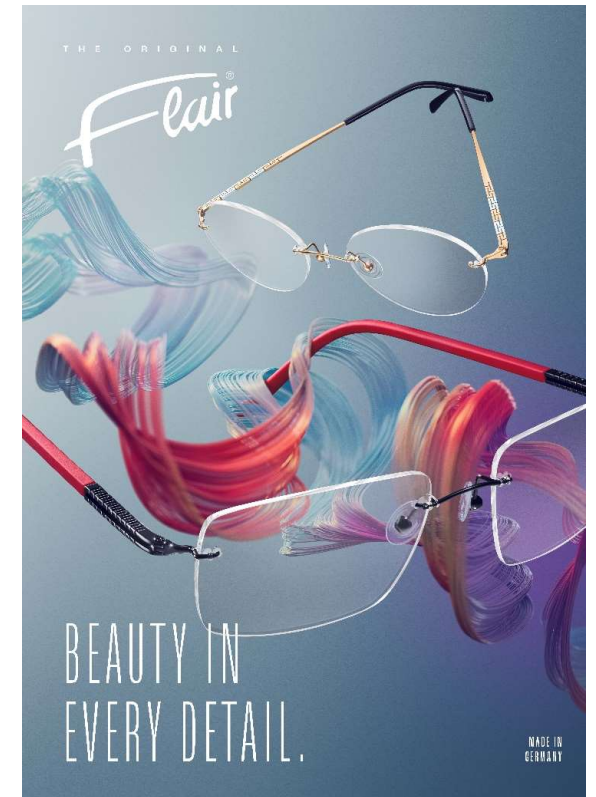
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THE CAMPAIGN. FLAIR. WAVY RIBBON.

The new campaign continues the iconic FLAIR ribbon and leads it into a new dimension.

The WAVY RIBBON is a design theme that expands over several parts of the collection offering a high degree of homogeneity between campaign and product and across product lines.

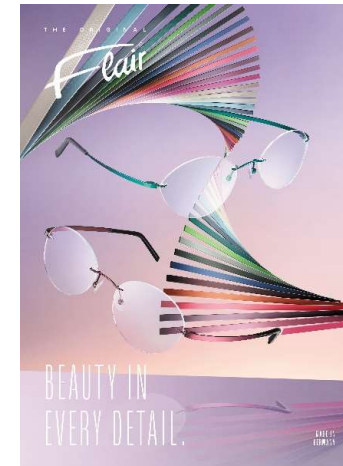
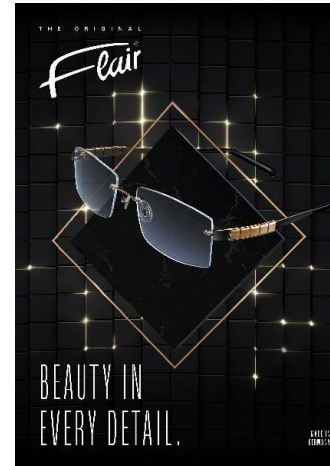
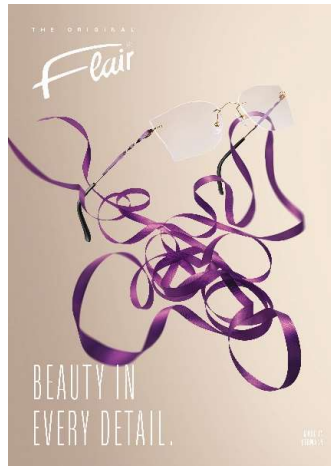
In this case, MYWAVE fuses with ART COUTURE creating a more general and extremely coherent brand world.



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THE CAMPAIGN. ONGOING.

All existing campaigns are still ongoing and up to date and reflect current bestsellers.





THE CAMPAIGN. AVAILABLE POP.

For all
campaign
images
the
following
POP is
available:

Poster double sided A1



Cardboard double sided A2



Textile Banner 70 x 160



Rear wall for FLAIR stage display



See all Collection and POP at: www.flair.de/shop

Also ask for printing data for local production via our International Customer Service: Email: export@flair.de | Phone: +49 2521 84 00 59



THE CAMPAIGN. AVAILABLE POP.

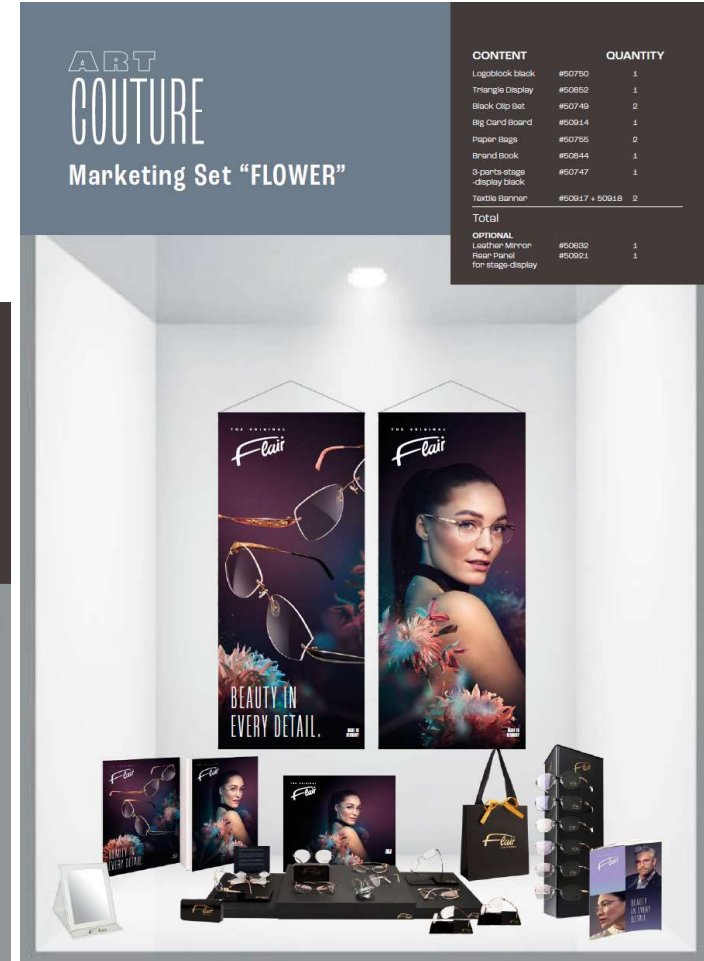
Wide possibilities of POP decoration.

Select materials to be used on a modular basis.

Feel free to add your own material suited for your markets. Graphics and data via our marketing at

marketing@flair.de

or via our International Customer Service department.



Fair[®]

DAS
ORIGINAL

SCHÖN-
HEIT

bis

INS

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FLAIR FOLGEN   