

NEW PRODUCTS AND SERVICES

## Rye&Lye Collection: the luxury of details straddling craftsmanship and avant-garde

POSTED ON JANUARY 19, 2022

Rye&Lye Collection: the luxury of details straddling craftsmanship and avant-garde

Rye & Lye glasses are veritable eyewear gems, characterised by handcrafted goldsmith work and the ongoing quest for distinctive material pairings.



With a sophisticated style and a retro allure, the collection is inspired by the design currents of Italian "Bolidism" and American streamline, in which straight lines are rounded and chrome plating is paired with colours, emphasising the originality of the models in a game of contrasts between steel, acetate and titanium.

Creativity thus meets technology, for a top-of-the-range luxury line that combines past and future. In the women's models, the plays on solids and voids in the frames are reminiscent of Rococo style and add a touch of class to every outfit for a contemporary lady.

In **Macramè**, the front is made with a double enamelled metal wire that emphasises the cat shape of the lenses. The shades of the brow bar – black and gold, gold and silver, red and gold – are repeated on the temples and the tips in acetate, in a play of nuances that gives a glamorous and unusual effect and adds light to the look. Available both as sunglasses and a prescription version.



*Macrame c1 sole*

The **Iside** prescription model is a “retro-futuristic” interpretation of a hexagonal shape, accentuated by the acetate rims edged by the metal brow bar. Available in black and silver, gold and brown glitter and black and white with a marbled effect, it is a unique accessory for an outfit that does not go unnoticed.



*Iside c3*

The men's models, embellished with the use of titanium, are more classic and plain but always innovative and in step with the times.

**Ecrù**, available both as a prescription version and sunglasses, is a panto style with a shaped bridge that plays on the contrast of the materials. The titanium rims surround those in acetate, the colour of which is found in the insert at the hinge. The thin temples add lightness and class for a style suitable for all occasions.



*Ecrù C1*

The same constructive feature and same materials – titanium and acetate – also apply to **Horus**, a prescription model with an elegant, thin line. The colour of the internal acetate rims is echoed in the thermoforming sheath covering the temples, giving the frame a "technical", original detail.



*Horus C2*

Thanks to the use of innovative materials and cutting-edge technologies, Rye&Lye frames by **Immagine98** are veritable design objects, a tribute to the excellence of "Made in Italy".

