

Adriatic

FOR ART'S SAKE  
LONDON

17 The Market, London, WC2E 8RB



“I wanted to create sunglasses that were different to anything I’d seen, so I design each pair like it’s a little work of art designing to delight, always. We don’t do boring at FAS.”

- Creative Director, Xiwen

## FOR ART'S SAKE

LONDON

Founded in 2016, For Art’s Sake is one of the biggest and most exciting eyewear brands to come out of London.

Loved for its bold details and a light-hearted approach to luxury, FAS lives by the phrase ‘Designed to Delight’ – seen in everything from our striking art deco-inspired stores to our blue velvet packaging and the charities we support (with every purchase you make, we donate a pair of glasses to someone in need through Restoring Vision and plant a tree with Trees for the Future).

Partners Yannis and Xiwen came up with the idea for FAS on a holiday to Greece where they couldn’t find a stylish pair of sunglasses at the right price point. They set about creating a brand that combines

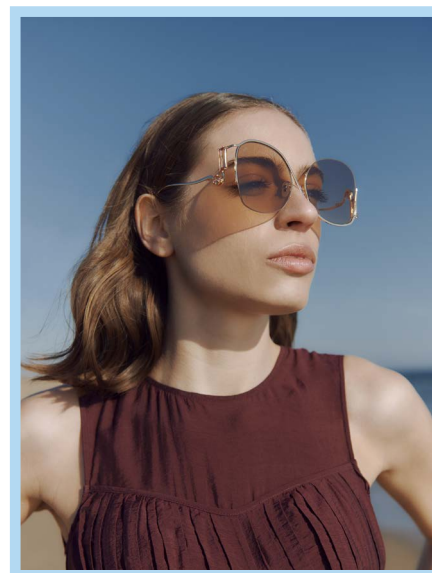
affordable luxury with exceptional handmade quality and after a lot of late nights, FAS snowballed to success in under four years.

FAS can now be shopped right here, at our standalone store in Covent Garden, and can be found in/on 1000 of the world’s most exclusive retailers, from Net-A-Porter to Harvey Nichols, Saks 5th Avenue and Neiman Marcus. Creative Director Xiwen was also placed on Forbes’ 30 Under 30 List for 2019, cementing For Art’s Sake’s position as a coveted label worn by pop culture icons and Instagram’s most-followed alike.

# Adriatic

## A summer-ready collection

Initially inspired by sun-drenched days and sultry, star-filled nights along the Adriatic Coast, the For Art's Sake summer collection is an ode to the world around us – the earth, sea and sky and the ancient beauty that exists within them, seen through each of our eyes anew



Taking further cues from the people, textures, colours and shapes she experienced on holidays, Creative Director Xiwen Zhang Makridis has created a collection that invites you to escape – 9 new sunglasses and 2 styles of opticals for the For Art's Sake woman – an artful adventurer.

“Every pair of glasses I’ve designed evokes a feeling,” says Xiwen. “To remind the wearer that there is magic around every corner, whether that’s the sun glinting on sea-sprayed rocks which inspired our Sapphire frames, or something as simple as a lace trim I spotted in a shop window, which led to our latest opticals.”

Since its inception, For Art's Sake has honed a delightfully daring aesthetic that captures the epitome of modern elegance. Unexpected details, unique silhouette, expert craftsmanship and memorable colourways have come together to establish the brand as one of the most exciting eyewear labels to come out of London, enjoyed by celebrities and influential fashion figures alike.

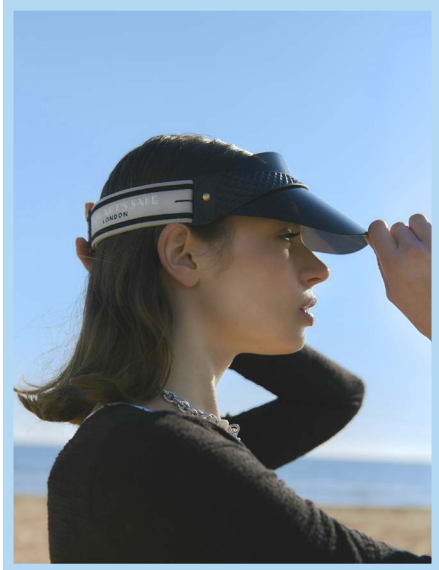
In catering to the FAS shopper's need for versatility, the range comes in an array of statement and simple colourways, with the option to add a prescription to our optical frames, should you wish.

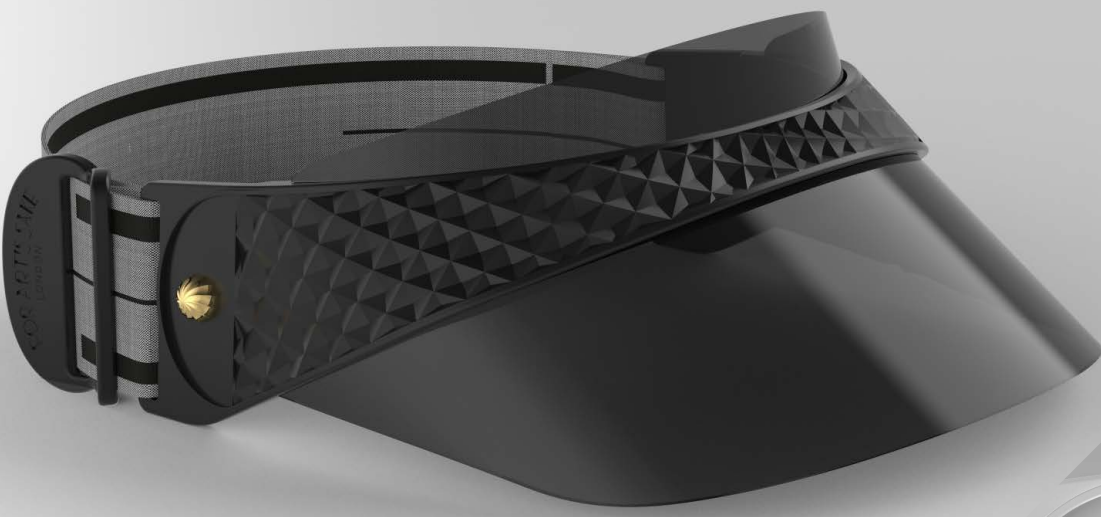


# PRODUCT HIGHLIGHT

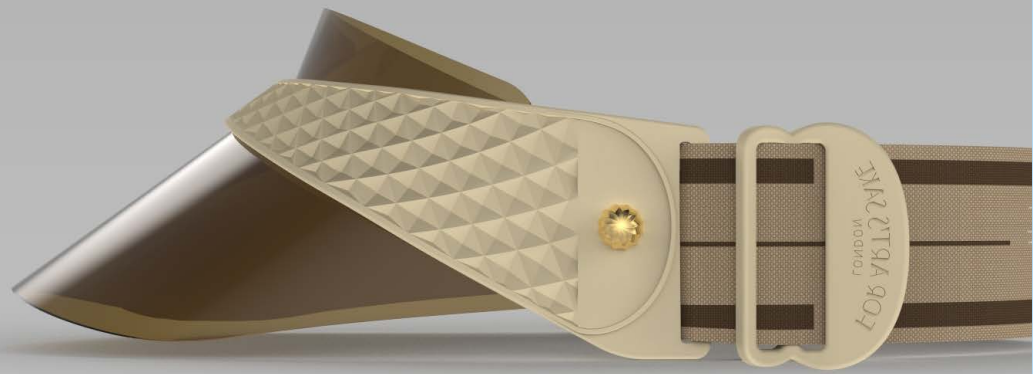
CLOUD VISOR

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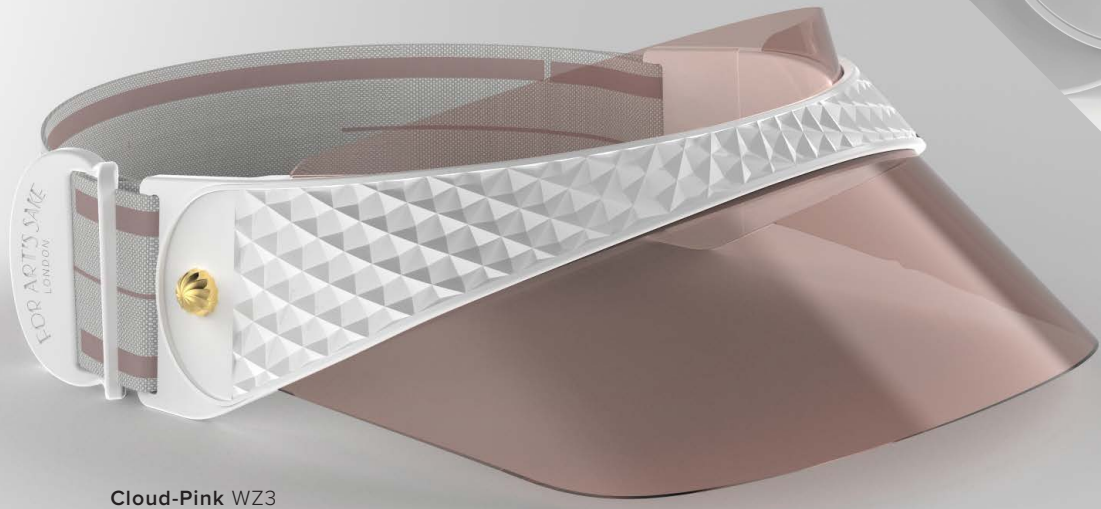
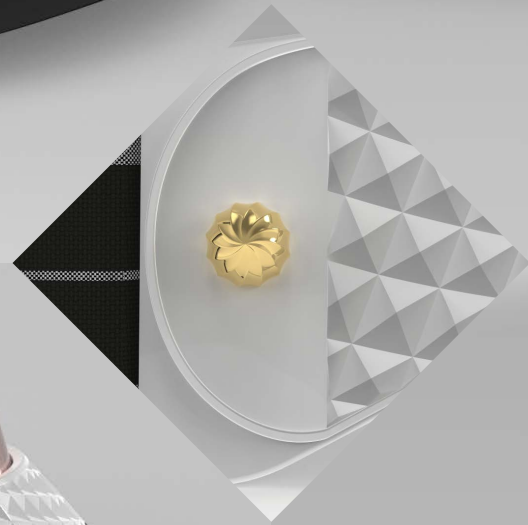




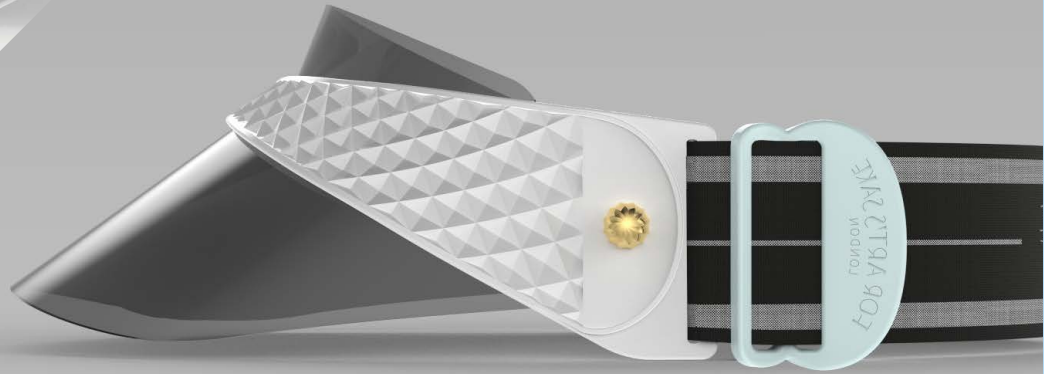
Cloud-Black WZ1



Cloud-Sand WZ2



Cloud-Pink WZ3



Cloud-Grey WZ4

Cloud-Pink WZ3



# CLOUD

4 SKU

MUST HAVE

Set to become one of this season's most sought-after accessories, the Cloud visor takes a 90s courtside staple and reworks it into a leisure-seeking must-have – the ultimate poolside plus one. A 100% UV protected visor in four collectible colourways is embellished with a diamante-texture panel finished with a gold-plated detail at the band. Whether you're meandering a new city or kicking back at the beach, the adjustable, branded elastic strap ensures all-day comfort.



Inspiration

### Key Points

- Most sought after accessory
- Embellished diamante-texture band
- Soft gold stud design
- Design for daily comfort

160mm - 220mm 120g

<b>Frame</b>	18-karat gold-plated stainless steel embellishments, Opaque Black, Sand, White acetate
<b>Lenses</b>	Shatter-resistant, premium nylon lenses with AR coating, Adjustable elastic fabric strap, 100% UVA & UVB protection
<b>Detailing</b>	WZ1, WZ2, WZ3, WZ4 Tinted lenses Geometric Surface pattern Acetate and Gold stud



Cloud-Black WZ1



Cloud-Sand WZ2



Cloud-Pink WZ3



Cloud-Grey WZ4

# SUNGLASSES

NINE STYLES

[PLEASE HAVE A LOOK AT OUR CAMPAIGN IMAGES](#)



Canvas Black WB1



# CANVAS

4 SKU

MUST HAVE

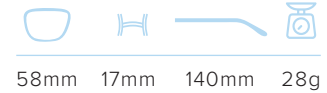
Every so often, you see a pair of shades that make you do a double take. Bringing together sweeping metalwork and standout symmetry, our Canvas sunglasses are a refreshing reimagining of a quintessentially For Art's Sake style – a self-assured accessory for a modern woman on the move. Available in an array of classic and tinted lenses, these glasses are 100% UV protected while the real jadestone nose pads can be adjusted for a universally flattering fit.

## Inspiration



## Key Points

- Stand out overlapping symmetry
- Sweeping metalwork
- Lightweight



58mm 17mm 140mm 28g

## Frame

18-karat gold-plated stainless steel on gold-toned frames. Rose-gold plated stainless steel on pink frames. Palladium-plated stainless steel on silver-toned frames.

## Lenses

Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection

WB1, WB2, WB3 Gradient Lenses and WB4 Tinted lenses

## Detailing

Sweeping metalwork with FAS curve temples.



Canvas-Black WB1



Canvas-Rose WB2



Canvas-SeaGreen WB3



Canvas-Sand WB4



Hera-Topaz WC4



# HERA

4 SKU

CLASSIC

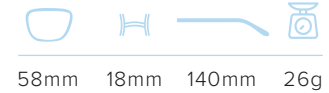
Inspired by the beauty and majesty of Hera, Olympian Queen of the Gods, our oversized Hera shades are the epitome of serene sophistication. Cut-out frames are complemented by link details on the arms and an array of simple-to-statement colourways appealing to leisure seekers and city slickers alike. These provide 100% UV protection while the real jadestone nose pads can be adjusted for a universally flattering fit.

Inspiration



## Key Points

- Serene Sophistication
- Cut-out frame with complimented link details on the arms
- Oversized
- Lightweight



58mm 18mm 140mm 26g

<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames. Rose-gold plated stainless steel on pink frames. Palladium-plated stainless steel on silver-toned frames.
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection WC1, WC2, WC4 Gradient lenses and WC3 Tinted lenses
<b>Detailing</b>	Metal frames with sophisticated temple designs



Hera-Black WC1



Hera-Rose WC2



Hera-Grey WC3







Hera-Topaz WC4

Diptych-Pink WE4



Key Points

- Classic round silhouette
- Sophisticated knot details
- Enamel embellishments on the arms
- Lightweight




  
 55mm   20mm   140mm   30g

<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames. Bronzerose-gold plated stainless steel on pink frames. Palladium-plated stainless steel on silver-toned frames.
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection  WE4 Tinted lenses and WE1, WE2, WE3 Gradient lenses
<b>Detailing</b>	Metal frames with FAS curve temples and fine enamelled design



Diptych-Black WE1



Diptych-Champagne WE2



Diptych-Topaz WE3



Diptych-Pink WE4

# DIPTYCH

4 SKU

STATEMENT

In celebration of the brand's namesake, our unique Diptych frames captivate the imagination, much like a piece of art. Sophisticated knot details and enamel embellishments adorn each of the arms while the half frames and round lenses keep things classic up front. These sunglasses provide 100% UV protection while the real jadestone nose pads can be adjusted for a universally flattering fit.

Mood-Grey WG4



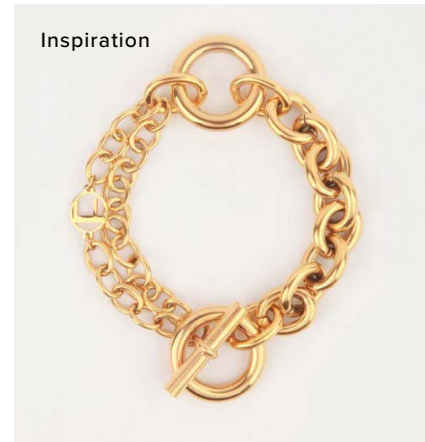
# MOOD

4 SKU

CLASSIC

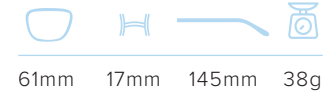
Picture this: you've just settled onto a striped lounge, palm trees rustle overhead, an icy glass of fresh lemonade to your left, Slim Aarons snapping away to your right. Well, put our Mood frames on and you're halfway there. Designed in an oversized silhouette that channels old Hollywood glamour, these glasses have been embellished with jewellery-esq links on either arm and cut-out details on either side. The real jadestone nose pads can be adjusted for a universally flattering fit while the lenses provide 100% UV protection.

Inspiration



## Key Points

- Oversized silhouette
- Jewellery-esq link chain temple design
- Design for Glamour



61mm 17mm 145mm 38g

<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames. Brozrose-gold plated stainless steel on pink frames. Palladium-plated stainless steel on silver-toned frames.
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection  WG1, WG2, WG3 Gradient lenses and WG4 Tinted lenses
<b>Detailing</b>	Metal frames with Iconic FAS link chain temple design



Mood-Black WG1



Mood-SeaGreen WG2



Mood-Champagne WG3



Mood-Grey WG4

Sapphire-Green WK2

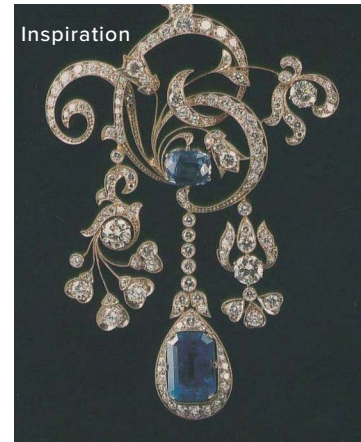


# SAPPHIRE

4 SKU

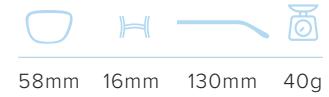
LIMITED EDITION

Behold the statement sunglasses of the season. Designed with decadence in mind, these limited-edition frames bring together luxurious details like the crystal embellishments with a never-seen-before asymmetrical silhouette. Surprisingly wearable, they're a must for a summer of soirees and beyond. These provide 100% UV protection while the real jadestone nose pads can be adjusted for a universally flattering fit.



**Key Points**

- Elegant and oversized silhouette
- Luxurious details and crystal embellishments.
- Limited Edition



<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames.
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection WK2, WK3 Tinted lenses and WK1, WK4 Gradient lenses
<b>Detailing</b>	Faceted gems on temple ends



Sapphire-Black WK1



Sapphire-Green WK2



Sapphire-Sand WK3



Sapphire-Topaz WK4

Pose-Champagne WR2



# POSE

4 SKU

CLASSIC

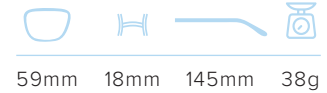
The beauty of our Pose frames lies in their versatility. Designed to pair exquisitely with a wide range of personal styles, the delight really is in the details, like the contrasting acetate arms or the modern, cat-eye silhouette. These sunglasses provide 100% UV protection while the real jadestone nose pads can be adjusted for a universally flattering fit.

Inspiration



## Key Points

- Versatile cat-eye silhouette
- Contrasting acetate temple with metal frame.
- Classic fine rim details



59mm 18mm 145mm 38g

<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames. Black metal plated stainless steel on black frames. Palladium-plated stainless steel on silver-toned frames. Tortoise Green and Brown, Ivory and Black acetate
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection
<b>Detailing</b>	Acetate and Metal frame combination with elegant temple end details



Pose-Black WR1



Pose-Champagne WR2



Pose-Topaz WR3



Pose-Grey WR4



Crocodile-Black WS1

# CROCODILE

4 SKU

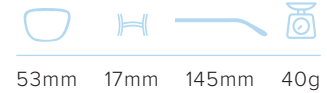
CLASSIC

Cat-eye cool gets a fresh new look in these summer-ready shades. In a nod to the golden age of travel, these have been finished in a crocodile texture inspired by the most decadent of leather goods. We used a custom mold to achieve this unique finish on the acetate, creating frames that are set to become a daily delight thanks to the neutral colourways, while the lighter lenses make for the ultimate after-dark adventurers. Created with 100% UVA protection.



## Key Points

- Cat-eye shape
- Crocodile texture
- Designed to delight



<b>Frame</b>	Opaque Black, Matte black, Burgundy and Olive acetate
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection WS1, WS2 Tinted lenses and WS3, WS4 Gradient lenses
<b>Detailing</b>	Acetate frames with Crocodile skin surface pattern



Crocodile-Black WS1



Crocodile-Blue WS2



Crocodile-Burgundy WS3



Crocodile-Olive WS4

Cushion-Green WX2



# CUSHION

4 SKU

ESSENTIAL

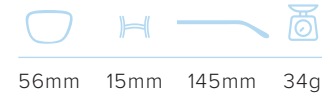
Add a dose of delight to your daily look with our Cushion frames. Inspired by the quilted texture on iconic luxury leather accessories, these decadent sunglasses will take you on a trip to the 80s, lending polish and edge in equal measure. The hand-crafted, geometric acetate has been finished with delicate gold-plated studs on the temples to emphasise the quilting effect. Pair them with a spectacular view and icy aperitif, or lashings of leather followed by a city extravaganza. Finished with 100% UV protection.



Inspiration

Key Points

- Soft geometric acetate frame
- Fine gold studs
- 80's Sophistication and feel



<b>Frame</b>	18-karat gold-plated stainless steel on gold-toned frames, and Palladium-plated stainless steel on silver-toned frames embellishments. Opaque Black, Green, Burgundy and Navy acetate
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection
<b>Detailing</b>	Soft geometric surface pattern with fine metal studs



Cushion-Black WX1



Cushion-Green WX2



Cushion-Burgundy WX3



Cushion-Navy WX4

# OPTICALS

TWO STYLES

[PLEASE HAVE A LOOK AT OUR CAMPAIGN IMAGES](#)





Lace-Black OP771

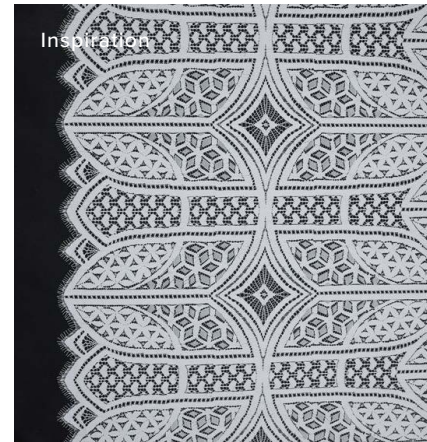


# LACE

4 SKU

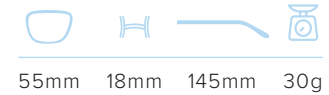
CLASSIC

At first glance, our Lace frames seem simple in design but look a little closer at these charming cat-eyes and you'll notice a textured finish on the brow metalwork which takes its cues from the scalloping on lace. This best-selling silhouette comes in an array of acetate hues to complement your personal aesthetic while the real jadestone nose pads can be adjusted for a universally flattering fit.



## Key Points

- Charming cat-eye silhouette
- Lace-like metalwork
- Designed for everyday comfort



55mm 18mm 145mm 30g

## Frame

18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Opaque Black, Tortoise Red and Green, Taupe acetate

## Lenses

Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses, Adjustable hypoallergenic & make-up resistant jade stone nose pads

All of our frames are accompanied by our iconic packaging and a complimentary repair kit.

## Detailing

Lace-like metalwork on rim and temples



Lace-Black OP771



Lace-Brown OP772



Lace-Green OP773



Lace-Taupe OP774

Frida Floral-Gold OP751

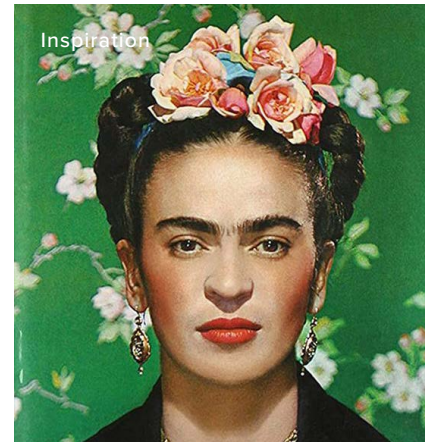


## FRIDA FLORAL

3 SKU

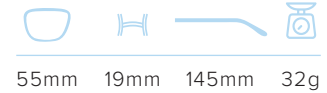
LIMITED EDITION

Following on from the success of our Frida Kahlo collaboration, we created a pair of opticals adorned in floral embellishments inspired by the artist's most personal works of art – her headpieces. Look closely, and you'll notice intricate design details blooming along the metalwork. Available with or without prescription, these opticals have been fitted with adjustable jadestone nose pads for a universally flattering fit.



### Key Points

- Cat-eye silhouette
- Sophisticated and rich design
- Floral embellishments and metalwork
- Designed for everyday comfort
- Limited edition



### Frame

18-karat gold-plated stainless steel on gold-toned frames. Rose-gold plated stainless steel on pink frames. Palladium-plated stainless steel on silver-toned frames.  
Opaque Black acetate

### Lenses

Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses, Adjustable hypoallergenic & make-up resistant jade stone nose pads

### Detailing

All of our frames are accompanied by our iconic packaging and a complimentary repair kit.  
Metal and acetate combination frames with fine floral patterns and embellishments



Frida Floral-Gold OP751



Frida Floral-Silver OP752



Frida Floral-Rose OP753

# NEW COLORWAYS

THREE STYLES







Ornate-MatteBlack TB5



## Key Points

- Almond shaped frame.
- Made for bold and edgy styles.
- Iconic FAS twisted details.
- Modern take on vintage styles.




  
 58mm 20mm 125mm 26g

<b>Frame</b>	Black metal plated stainless steel on Matte black frames.
<b>Lenses</b>	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection TB5 Tinted lenses
<b>Detailing</b>	Metal frames with ornate curve temples.



Ornate-MatteBlack TB5

# ORNATE

1 SKU

STATEMENT

The statement, almond shaped sunglasses is no less bold with Ornate - this pair is an edgy metal frame; a modern take on a vintage style with iconic FAS twisted detailing. The only way we grow, or a movement like Art Deco could take shape, is by going outside of our comfort zones; Ornate is a gentle reminder to be an individual and to do so with taste.

Dion-Rosewood OP435



## Key Points

- Squarish frame with subtle cat-eye silhouette.
- Grecian style twisted gold arms

55mm 17mm 145mm 28g

## Frame

18-karat gold-plated stainless steel on gold-toned frames. Rosewood and Navy acetate

## Lenses

Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses, Adjustable hypoallergenic & make-up resistant jade stone nose pads

All of our frames are accompanied by our iconic packaging and a complimentary repair kit.

## Detailing

Grecian style twisted temples



Dion-Rosewood OP435



Dion-Navy OP436

## DION

2 SKU

BEST SELLER





A new addition has been added to the Dion family, in the ultimate shade of refined green tortoiseshell. A square-ish frame with a subtle cat-eye silhouette made all the more enticing by the Grecian-style twisted gold arms. These come standard with blue light filter lenses as well as UV protection and have been designed for all-day comfort thanks to the acetate paddle tips.

Hope-Black OP484



## Key Points

- Unisex silhouette
- Diamond cut rim




  
 50mm 20mm 145mm 27g

## Frame

Black metal plated stainless steel on Matte black frames. Clear acetate temple tips.

## Lenses

Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses, Adjustable hypoallergenic & make-up resistant jade stone nose pads

## Detailing

All of our frames are accompanied by our iconic packaging and a complimentary repair kit.

Classic sleek temple design with Geometric diamond pattern silhouette.



Hope-Black OP484

## HOPE

1 SKU

CLASSIC

Combining elegance with innovative technology, our Hope optics are the perfect unisex silhouette. Handcrafted from lightweight construction and distinguished by their diamond-cut rim, these optics will become a staple within your eyewear collection offering a classic silhouette that is accentuated by an understated sparkle captured from the light.

# GET IN TOUCH

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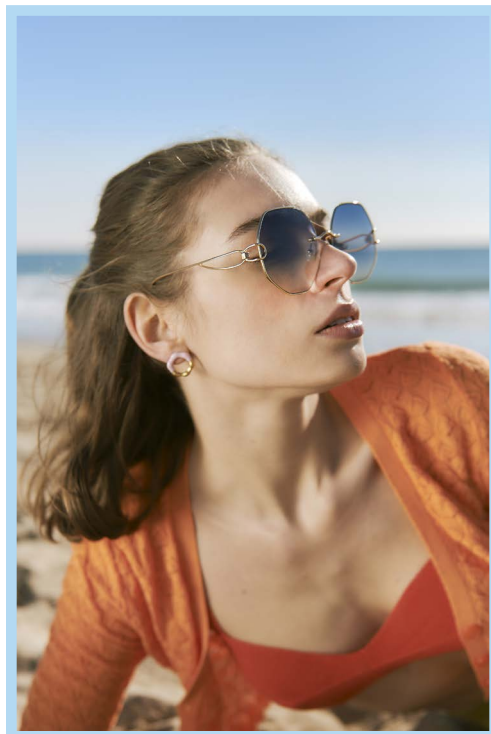
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LONDON

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