

ART DECO

SS23 LOOKBOOK



FOR ART'S SAKE
LONDON



“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.

THE ART DECO

The Art Deco movement remains one of the most iconic feats of modernity and creativity in recent history. Characterised by geometric forms - and the play of exuberant colour - Art Deco was a pathway to finding beauty in everyday objects and architecture.

Today, it is a delightful reminder of a bygone era; yet, it is relevant as ever in the reemergence of Mid-Century and Art Deco sensibilities in the 21st century. Arising from the destructive ashes of WWII, it was a commitment towards elegance, grace and consideration in art and design; founded on technological advancements and the spreading access to cutting edge machinery.

Art Deco represents a new frontier for society in the 20th century; with particular emphasis on the sensuality of femininity that informed much of the shapes, colours and motifs of this style. FOR ART'S SAKE creative director Xiwen Zhang knew that this dramatic tension between femininity and material functionality had to be explored in a collection; with no better symbol of this tension than that of eyewear as an essential accessory & adornment.

Tamara de Lempicka is The Art Deco Collection's muse; a prolific Polish painter, her portraiture followed the Art Deco style of emphasising space, volume and geometry; delving into linear and geometric shapes including triangular, zigzagged, trapezoidal, and chevron-patterned forms to illustrate her view of femininity and the inherent power of women.

Tamara's infamous quote perfectly summarises this collection, alongside FOR ART'S SAKE'S deepest vision; "My goal is never to copy, but to create a new style, clear luminous colours and feel the elegance of the models."



SUNGLASSES

SEVEN STYLES - ART DECO INSPIRED ICONS

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Montage-Champagne-TA2



MONTAGE

4 SKU

CONTEMPORARY

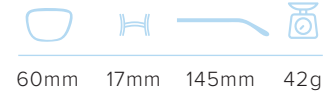
Exploring an Art Deco signature of space and form, the Montage style showcases broadly shaped lenses perched on delicate frames. This unique balance is further detailed by a cross-covered metal; exposing a bare corner of the lens. Daring to be different, and totally oneself, is a noble cause - will you choose this path with a pair of Montage in blue, rose, black or champagne?



Inspiration

Key Points

- Oversized square metal frame.
- Cross over metal details.
- Ribbed temple details with classic and playful acetate colours
- Made for daring and eccentric styles.



60mm 17mm 145mm 42g

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. Solid Black and Red Acetate, Translucent Grey and Green Acetate.
Lenses	Shatter-resistant, premium nylon lenses with AR coating, 100% UVA & UVB protection TA1, TA3, TA3, TA4 Gradient lenses
Detailing	Acetate and Metal combination frames



Montage-Black-TA1



Montage-Champagne-TA2



Montage-Rose-TA3



Montage-Blue-TA4



Ornate-Grey-TB3

ORNATE

4 SKU

STATEMENT

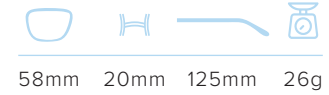
The statement, almond shaped sunglasses is no less bold with Orate - this pair is an edgy metal frame; a modern take on a vintage style with iconic FAS twisted detailing. The only way we grow, or a movement like Art Deco could take shape, is by going outside of our comfort zones; Orate is a gentle reminder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



Inspiration

Key Points

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



58mm 20mm 125mm 26g

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, premium nylon lenses with AR coating, 100% UVA & UVB protection TB1, TB3 Tinted Lenses and TA3, TA4 Gradient lenses
Detailing	Metal frames with ornate curve temples.



Ornate-Black-TB1



Ornate-Champagne-TB2



Ornate-Grey-TB3



Ornate-Rose-TB4



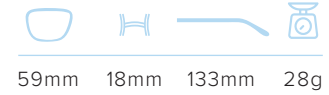
Century-Green-TC4



Inspiration

Key Points

- Playful and geometric wide-set frame.
- Made for bold and elegant styles.
- Frameless pair with curved clasps temples.
- Lightweight.



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, premium nylon lenses with AR coating, 100% UVA & UVB protection TC1, TC2, TC3 Gradient lenses and TC4 Tinted lenses
Detailing	Frameless Metal frames with FAS curve temples.

CENTURY

4 SKU

CLASSIC

A daring play on geometric form - Century is designed to reflect the hexagonal shapes favoured by the Art Deco movement. With a twist of drama, this pair is illustrated with ornate, curved clasps around the wide-set frames; an invitation to you for boldness and brightness in accomplishing an elegant sunglasses. Choose from playful shades of champagne or rose, or the mystery of juniper green and black.



Century-Black-TC1



Century-Champagne-TC2



Century-Rose-TC3



Century-Green-TC4



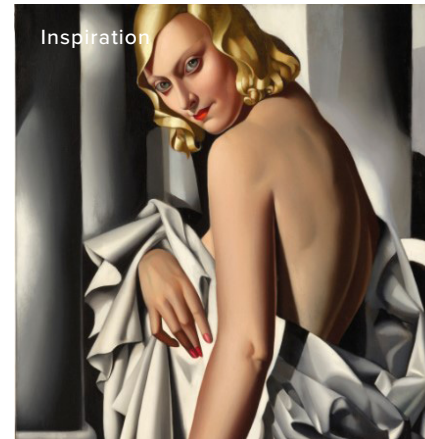
Painter-Black-TE1

PAINTER

4 SKU

ESSENTIAL

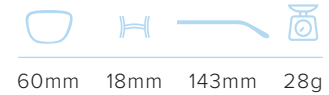
Geometric shapes are futuristic symbolism, the Painter sunglasses plays with the tension between lens and frame; and looks at how symmetrical, clean lines can bring about something quite detailed. This style is extremely lightweight and versatile. Whether in a shade of mint, champagne, rose or black - Painter will encourage your own creative contemplation.



Inspiration

Key Points

- Futuristic silhouette
- Extremely light weight and versatile half frameless silhouette.
- Made for sophisticated and casual styles.



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, premium nylon lenses with AR coating, 100% UVA & UVB protection TE1, TE4 Tinted lenses and TE2, TE3 Gradient lenses
Detailing	Metal frames with FAS curve temples.



Painter-Black-TE1



Painter-Champagne-TE2



Painter-Rose-TE3



Painter-Mint-TE4

Watercolour-Black-TF1



WATERCOLOUR

4 SKU

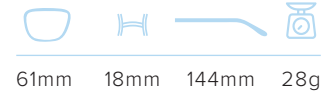
CLASSIC

The Watercolour shade's ombré lenses signify this icon's namesake. The frames are reminiscent of the butterfly silhouette; perfect symmetry and wide-spanning, a feat of nature's exceptional design. The emphasis on interesting shapes is a hallmark of Art Deco sensibilities, and Watercolour sunglasses are as rare as one can find; which pair will you have to be totally unique?



Key Points

- Butterfly silhouette.
- Made for daring and eccentric styles.
- Extremely light weight and versatile half frameless silhouette.



Frame	18-karat gold-plated stainless steel on gold-toned frames.
Lenses	Shatter-resistant, premium nylon lenses with AR coating, 100% UVA & UVB protection TF1, TF2, TF3, TF4 Gradient lenses
Detailing	Metal frames with FAS curve temples.



Watercolour-Black-TF1



Watercolour-Champagne-TF2



Watercolour-Rose-TF3



Watercolour-Topaz-TF4

Deco-Black-TG1



DECO

4 SKU

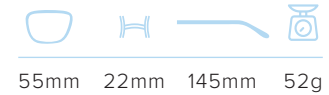
ESSENTIAL

Deco is an ode to the spirit of vintage dressing, designed for a woman with a refreshing and unique sense of style. With chunky acetate sunglasses in slight cat-eye curve, this pair takes a classic silhouette and imbues it with a feminine vibrancy - opt for colour blocking with the black or blue frames, or play with the green or tortoise-shell print. Deco reminds us that decadence is life lived to its fullest.



Key Points

- Chunky acetate frames.
- Iconic FAS metal chain design on temples
- Made for classic and bold styles.



Frame	18-karat gold-plated stainless steel embellishments, Black, Blue, Tortoise red and Tortoise green acetate
Lenses	Shatter-resistant, premium nylon lenses with AR coating, 100% UVA & UVB protection TG1, TG3 Tinted lenses and TG2, TG4 Gradient lenses
Detailing	Acetate and Metal combination frames



Deco-Black-TG1



Deco-Champagne-TG2



Deco-Green-TG3



Deco-Blue-TG4

Sculpture-Rose-TH4

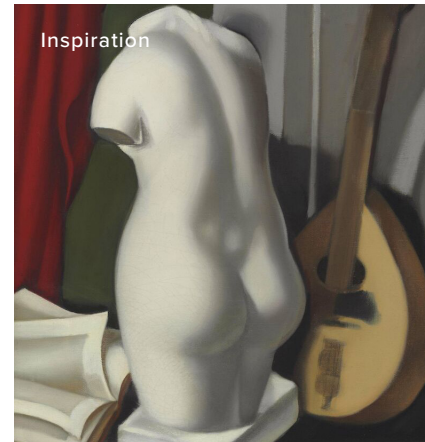


SCULPTURE

4 SKU

STATEMENT

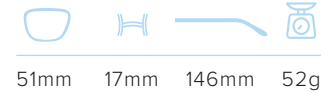
Sculpture boasts a chunky acetate silhouette in this collection; no less reserved to honour its name. With the fullness of the frames set alongside claw-like clasps, a cutout temple; Sculpture is a distinct style, designed to set you apart in a crowd. With grey, black, rose, or champagne as your choices; this Art Deco icon is a statement sunglasses for a resolutely FAS style.



Inspiration

Key Points

- Chunky acetate frames.
- Claw like clasps and cut-out temples.
- Made for a distinctive taste.



51mm 17mm 146mm 52g

Frame	18-karat gold-plated stainless steel embellishments, Opaque Black, Tortoise, Pink and Transparent Grey acetate
Lenses	Shatter-resistant, premium nylon lenses with AR coating, 100% UVA & UVB protection TH1 Tinted lenses and TH2, TH3, TH4 Gradient lenses
Detailing	Acetate frames with Chunky embellished temples.



Sculpture-Black-TH1



Sculpture-Champagne-TH2



Sculpture-Grey-TH3



Sculpture-Rose-TH4

GET IN TOUCH

Wholesale Office London (UK) & The Netherlands: +44 (0)20 3004 9679

Wholesale Customer Service WhatsApp (International): +44 7465230018

Wholesale Customer Service WhatsApp (Europe): +31 6 3886 3497

Email: sales@fasforartssake.com

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