

FRIDA KAHLO COLLABORATION

Frida Kahlo® × FOR ART'S SAKE
LONDON

AW22 LOOKBOOK

FOR ART'S SAKE
LONDON





“I used to think I was the strangest person in the world but then I thought there are so many people in the world, there must be someone just like me who feels bizarre and flawed in the same ways I do.

I would imagine her, and imagine that she must be out there thinking of me too.

Well, I hope that if you are out there and read this and know that, yes, it’s true.”

- FRIDA KAHLO

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.

FRIDA KAHLO

Few artists stand as great in their resilience and authenticity as Frida Kahlo. A vivid, and sensual life - Frida remains as relevant as ever for women today.

As the original selfie queen, she painted 55 self-portraits; she was fascinated with herself, her own muse, and with being alive - and her paintings are marked by the iconic flower crowns and embroidered dresses, a style born out of her life in Mexico; a landscape saturated in colour, texture, creativity and culture. Frida always chose to be herself; knowing there was no way to be than entirely Frida in every given moment. We are inspired by this freedom to express & to, in Frida words, "paint our own reality".

The life of Frida has been interrogated and re-interpreted in many different ways; our offering to her great story is through our own commitment to original design and the playful spirit that she lent to the world.

This collection is a collaboration that honours Frida Kahlo's vision through the FOR ART'S SAKE lens.

Featuring three styles designed to reflect signatures of Frida's work - we invite you to meet Frida's Brush, Frida's Mask and Frida's Portrait.

Unique, Independent and Inspiring - Frida Kahlo, forever.



Frida Kahlo® x FOR ART'S SAKE
LONDON

SUNGLASSES

THREE STYLES - AN ICONIC COLLABORATION

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

[WATCH OUR CAMPAIGN VIDEO HERE](#)





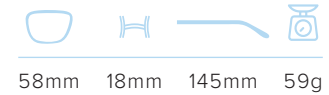
FridaMask-Blue-FK-A2



Inspiration

Key Points

- Oversized square-shaped frame.
- Made for Bold and Classic styles.
- Iconic Frida Kahlo embellishment.
- Marked with Frida Kahlo's signature.



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	Ultra-lightweight Nylon lenses / Anti-reflective coating / 100% UVA & UVB protection.
Detailing	Metal and Plant-based Acetate combination.



FridaMask-Black-FK-A1



FridaMask-Blue-FK-A2-Blue



FridaMask-Rose-FK-A3



FridaMask-Green-FK-A4

FRIDA MASK

4 SKU

LIMITED EDITION

Frida's thoughtfulness about life and love stand alongside her artwork as the vision of a great mind in history; and a feminine archetype that never ceases to inspire. Frida was outspoken and deliberate in her expression. Frida's Mask are oversized, lending to you the air of mystery that Frida so effortlessly possessed; in black, blue, green and rose - these sunglasses call for a wild print and bold attitude to match.

FridaPortrait-Rose-FK-B4



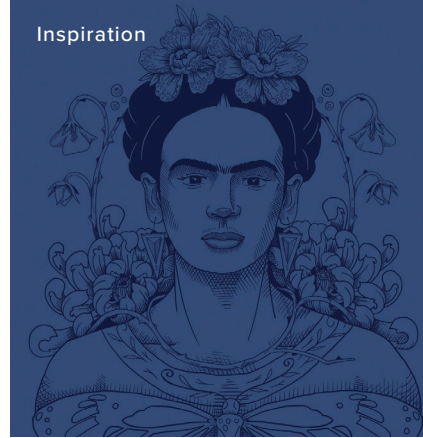
FRIDA PORTRAIT

4 SKU

LIMITED EDITION

A chunky acetate cateye frame punctuates Frida's Portrait; named after Frida's beautiful study of herself throughout her life. This pair calls you to love yourself entirely - and to do so with utter confidence in every moment. In a shade of black, tortoiseshell, blue and nude; each choice of Frida's Portrait reflects a different mood with which to adorn yourself, and celebrate your creative essence within.

Inspiration



Key Points

- Chunky cat eye acetate frame.
- Made for Bold and aberrant styles.
- Iconic Frida Kahlo embellishment.
- Marked with Frida Kahlo's signature.

54mm 20mm 145mm 49g

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	Ultra-lightweight Nylon lenses / Anti-reflective coating / 100% UVA & UVB protection.
Detailing	Metal and Plant-based Acetate combination.



FridaPortrait-Black-FK-B1



FridaPortrait-Brown-FK-B2



FridaPortrait-Blue-FK-B3



FridaPortrait-Rose-FK-B4

FridaBrush-Rose-FK-C3



FRIDA BRUSH

4 SKU

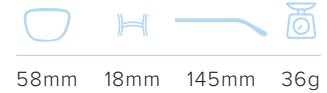
LIMITED EDITION

Painting your own reality is the truest act you can do - and what better accompaniment to this than with a talisman after Frida's own heart, the paint brush? With a slight slant of the wide-set frame, Frida's Brush showcase temples designed in the style of brush handles - elegantly so, this sunglass style will evoke the inner-world you possess; you are the fashioner of your own style. A choice awaits between black, brown, green and rose.



Key Points

- Classic elegant cat-eye shape.
- Temples inspired by Frida Kahlo's paintbrush.
- Perfect for everyday wear.
- 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. Black metal-plated stainless steel frames.
Lenses	Ultra-lightweight Nylon lenses / Anti-reflective coating / 100% UVA & UVB protection.
Detailing	FK-C1 / FK-C2 / FK-C4 - Tinted lenses. FK-C3 - Gradient lenses
	Metal and Acetate combination frames.



FridaBrush-Black-FK-C1



FridaBrush-Brown-FK-C2



FridaBrush-Rose-FK-C3



FridaBrush-Nude-FK-C4



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SUNGLASSES

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