



Crush

FOR ART'S SAKE
LONDON



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).

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.

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

"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



Crush

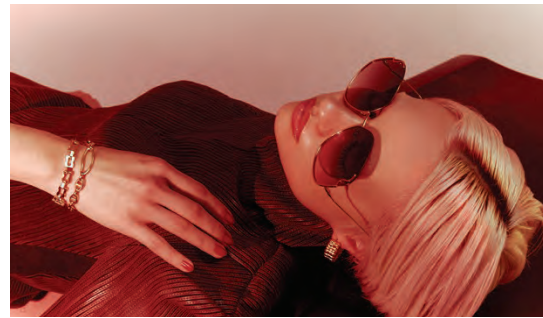
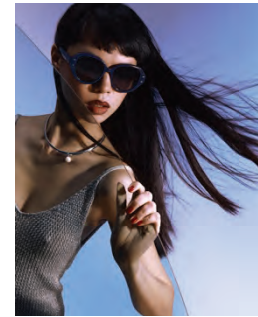
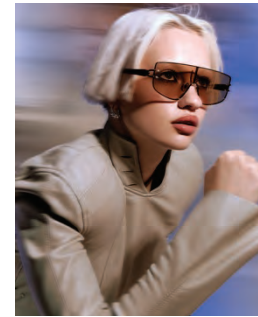
The Spring/Summer 2024 campaign “Crush” promises to be a captivating journey that delves into the depths of the purest and most profound emotion - love. This campaign transcends mere romance; it’s an exploration of love’s myriad forms and expressions. These relationships are undefined, yet they carry profound meaning.

In the midst of the car crash’s chaos, an unexpected opening reveals a profound connection between two women, giving birth to a crush that blooms amidst dire circumstances. Venturing into the recesses of her unconscious, the main character encounters a familiar presence in a pristine white realm, where their souls mysteriously intertwine.

We return to the car crash, a moment frozen in time, where destiny unfolds. Relationships flicker like shooting stars—a brief yet intense crush that leaves an indelible mark on our hearts. These chance encounters remind us that life’s most precious lessons often come from transient moments. In the ongoing accident, beauty emerges, and within its transience, a timeless romance thrives.

These characters share a connection that defies traditional definitions; they are enigmatic and compelling. At the core of this campaign is a resonance that aligns with the collective yearning for authenticity. In a world where people seek genuine connections and the warmth of affectionate relationships, this campaign aims to strike a profound chord.

More than just a campaign, it serves as an invitation to rediscover the authenticity of love within a universe that seamlessly blends the physical and digital realms.



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SUNGLASSES

NINE STYLES

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





ARIA

4 SKU

CLASSIC

The 'Aria' sunglasses feature diamond-cut squared lenses that exude a modern look. The temples feature ribbed oval metal details, providing a soft and elegant style suitable for all occasions. The lightweight design offers extra comfort, complemented by real jade-stone nose pads that enhance the luxury and style. These classic features are beloved by For Art's Sake customers.

Key Points

- Square diamond-cut lenses
- Ribbed oval metal details
- Lightweight
- Designed for comfort



Product detail



61mm 17mm 145mm 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 ZL1, ZL2, ZL3 Gradient lenses and ZL4 Tinted lenses
Details	Ribbed oval metal details



Aria-Black ZL1



Aria-Rose ZL2



Aria-Slate Blue ZL3



Aria-Sand ZL4



DRAPE

4 SKU

CLASSIC

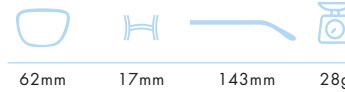
The 'Drape' sunglasses are meticulously crafted for a luxurious experience. The thin, lightweight frame ensures unparalleled comfort, allowing you to adorn them throughout your day with grace. This exquisite design showcases an oversized squared frame, with intricate metal detailing elegantly tracing the frame and gracing its corners. For added comfort, the uniquely curved temples are designed to hug your face perfectly.

Key Points

- Oversized silhouette
- Fluent details
- Graceful design
- Designed to delight



Product detail



62mm 17mm 143mm 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 ZG1, ZG2, ZG4 Gradient lenses and ZG4 Tinted lenses
Details	Fluent and graceful details on the front silhouette.



Drape-Black ZG1



Drape-Champagne ZG2



Drape-Sea Green ZG3



Drape-Grey ZG4



STARLIT

4 SKU

ELEGANCE

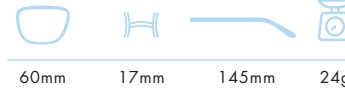
The statement-making 'Starlit' sunglasses will effortlessly elevate daytime looks. They have oversized frameless square lenses tinted in a an array of cool shades. Gold and silver-tone metal temples displaying distinct knot details that overlaps onto the front lenses. The lightweight design offers additional comfort, complemented by real jade-stone nose pads.

Key Points

- Square silhouette
- Distinctive knot details
- Designed to delight



Product detail



60mm 17mm 145mm 24g

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 acetate tips.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection. ZM2, ZM3 Gradient lenses and ZM1, ZM4 Tinted lenses
Details	Distinctive knot details transitioning from lenses to temples.



Starlit-Black ZM1



Starlit-Rose ZM2



Starlit-Topaz ZM3



Starlit-Grey ZM4



FLARE

4 SKU

MUST HAVE

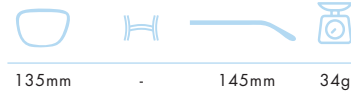
The 'Flare' sunglasses echo the cool, sporty lines of visor styles. The mask lens has supersized proportions that'll keep you better protected. This futuristic design is a quintessential addition to your wardrobe, featuring intricate detailing encompassing the entire frame. Indulge in comfort with the acetate temple, elevating your experience of luxury eyewear.

Key Points

- Cool and Sporty
- Futuristic design
- Designed to Delight



Product detail



135mm - 145mm 34g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Black plated stainless steel on Black frames. Palladium-plated stainless steel on silver-toned frames. Black, Translucent Brown, Translucent Grey and Navy acetate.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection ZK4 Gradient lenses and ZK1, ZK2, ZK3 Tinted lenses
Detailing	Studs on the lenses



Flare-Black ZK1



Flare-Brown ZK2



Flare-Grey ZK3



Flare-Slate Blue ZK4



MIRAGE

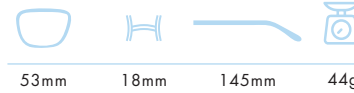
4 SKU

The 'Mirage' cat-eye sunglasses are both striking and timeless. They've been made from plant based glossy acetate in an angular shape and have intricate stud details in gold and silver-tone metal at the temples.

MUST HAVE

Key Points

- Cat-eye
- Timeless details
- Designed to delight



53mm 18mm 145mm 44g

Product detail

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Navy, Translucent Brown and White acetate.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection ZV1 Gradient Lenses and ZV2, ZV3, ZV4 Tinted lenses
Detailing	Timeless details, studs on the front and side of the frames.



Mirage-Black ZV1



Mirage-Navy ZV2



Mirage-Brown ZV3



Mirage-White ZV4



ZENITH

4 SKU

The 'Zenith' sunglasses have been handcrafted from glossy acetate derived from plants - the narrow profile is inspired by '90s styles. They're embellished with chunky chain detailing at the temples in gold and silver-tone hardware.

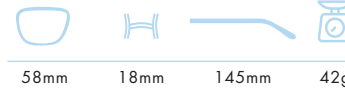
CLASSIC

Key Points

- Bold and versatile
- Chunky chain details
- Designed to delight



Product detail



Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Navy, Pink and White acetate
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection ZH1, ZH2 Gradient lenses and ZH3, ZH4 Tinted lenses
Detailing	Flushed studs on the front frame and Chunky chain details on temples.



Zenith-Black ZH1



Zenith-Navy ZH2



Zenith-Pink ZH3



Zenith-White ZH4



CRY ME A RIVER

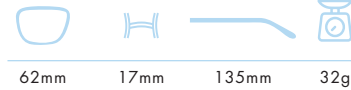
4 SKU

LIMITED EDITION

Expect the unexpected with the 'Cry Me a River' sunglasses. This limited edition design is a reinterpretation of our bestseller 'Generation' sunglasses. Drawing inspiration from Julie London's song, abstract lines resembling crying eyes grace the temples, while lips embellish the lenses. These artistic sunglasses are designed to delight and make a statement. There are only 400 of these in the world.

Key Points

- Statement piece
- Limited Edition
- Adorned with abstract details



62mm 17mm 135mm 32g

Product detail

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection ZQ1, ZQ2, ZQ4 Gradient Lenses and ZQ3 Tinted lenses
Details	Abstract temple details with blue enamel in the eye.



Cry Me a River-Black ZQ1



Cry Me a River-Champagne ZQ2



Cry Me a River-Grey ZQ3



Cry Me a River-Topaz ZQ4



ORB

4 SKU

CLASSIC

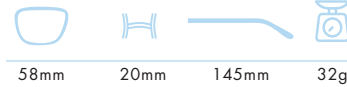
The 'Orb' sunglasses are designed with oversized round aviator-style frames reminiscent of pairs from the '70s. Handcrafted from gold and silver-tone metal, they have faceted edges throughout the frame. The acetate tips and natural jade-stone nose pads offer added comfort.

Key Points

- Oversized
- Faceted details
- Designed to delight



Product detail



58mm 20mm 145mm 32g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Pink, Navy and Brown acetate.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection ZR1, ZR2, ZR3 Gradient lenses and ZR4 Tinted lenses
Detailing	Classic Rim detail and Faceted details on temple.



Orb-Black ZR1



Orb-Champagne ZR2



Orb-Slate Blue ZR3



Orb-Sand ZR4



AURA

4 SKU

ELEGANCE

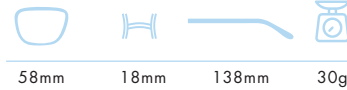
The 'Aura' sunglasses highlight the brand's affinity for retro-inspired shapes. They're sculpted from gold and silver-tone metal with '70s-style oversized round frames and gradient tinted lenses. Look closely, and you'll see that the temples reveal interlocking twist details. The acetate tips and natural jade-stone nose pads provide additional comfort.

Key Points

- Oversized round silhouette
- Interlocking twist details
- Designed to delight



Product detail



Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Brown and White acetate tips
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection WA1, WA2, WA3 Gradient lenses and WA4 Tinted lenses
Details	Interlocking twisting details on the temple.



Aura-Black WA1



Aura-Rose WA2



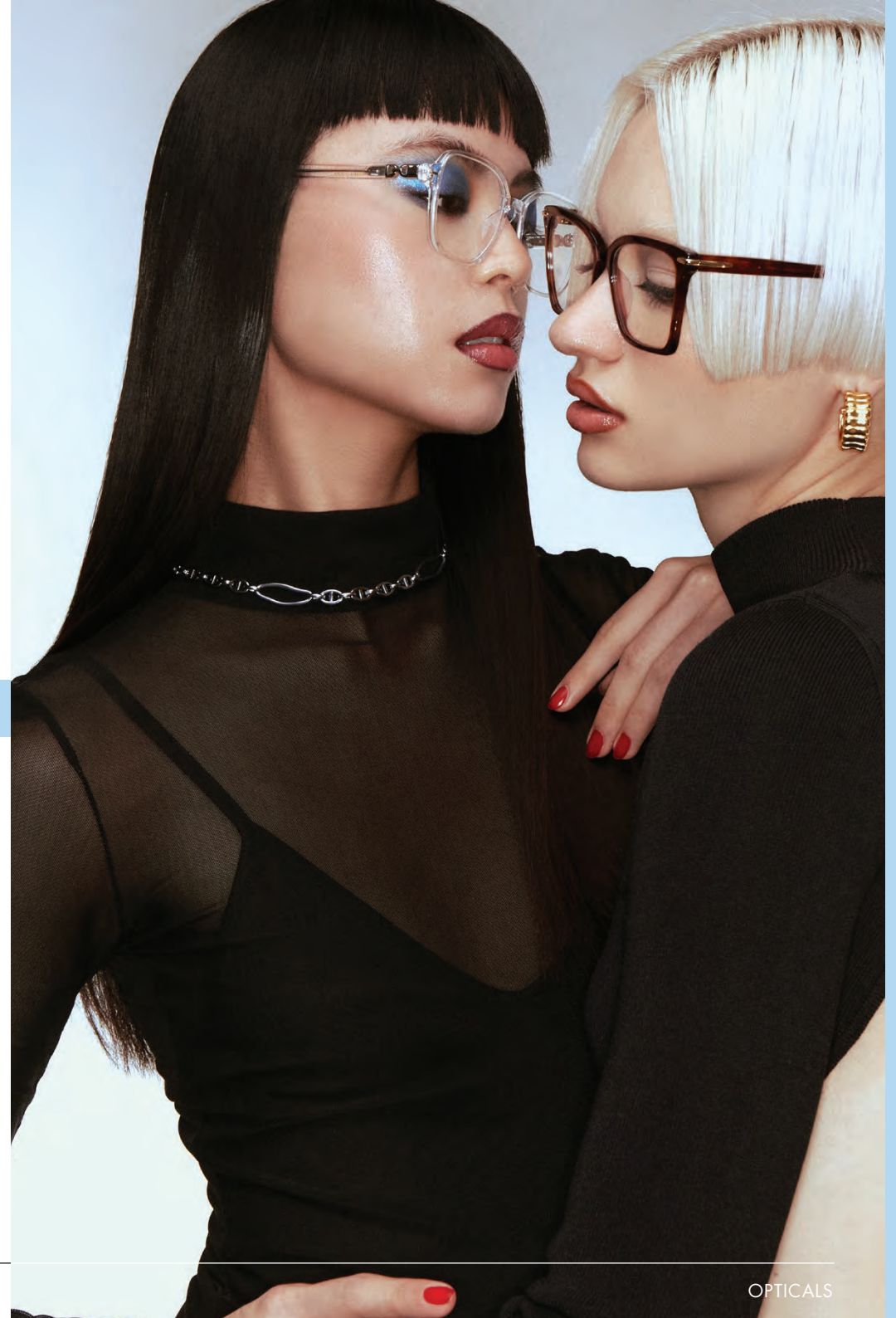
Aura-Topaz WA3



Aura-Grey WA4

OPTICALS

THREE STYLES





CADENZA

4 SKU

The 'Cadenza' optical glasses have been handcrafted from glossy acetate derived from plants. The minimal, oversized cat-eye silhouette offers a timeless finish to any outfit. They're detailed with small metal embellishments and have clear lenses that can be swapped out for your prescription.

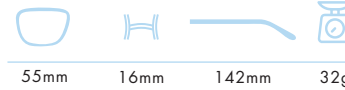
MUST HAVE

Key Points

- Oversized cat-eye silhouette.
- Designed for everyday comfort



Product detail



55mm 16mm 142mm 32g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Tortoise Red, Clear and Translucent Nude acetate
Lenses	Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses. All of our frames are accompanied by our iconic packaging and a complimentary repair kit.
Detailing	Timeless minimal details



Cadenza-Black OP791



Cadenza-Brown OP792



Cadenza-Clear OP793



Cadenza-Nude OP794



AZURE

4 SKU

CLASSIC

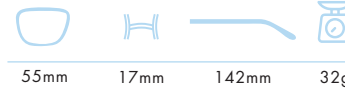
The 'Azure' optical glasses have distinctive square frames. Handcrafted from glossy acetate derived from plants, they feature gold and silver-tone metal embellishments and clear lenses that can be replaced with your own prescription.

Key Points

- Square silhouette
- Designed for everyday comfort



Product detail



55mm 17mm 142mm 32g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Tortoise Red, Clear and Clear Pink
Lenses	Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses. All of our frames are accompanied by our iconic packaging and a complimentary repair kit.
Detailing	Timeless minimal details



Azure-Black OP821



Azure-Brown OP822



Azure-Clear OP823



Azure-Rose OP824



CHARM

4 SKU

The 'Charm' optical glasses feature an angular cat-eye shape and will swiftly become a stylish staple for your ensembles. Handcrafted from glossy acetate derived from plants, they feature gold and silver-tone logo hardware and clear lenses that can be replaced with your own prescription.

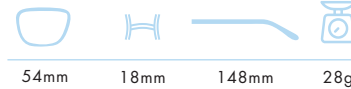
MUST HAVE

Key Points

- Angular Cat-eye silhouette
- Charming details
- Designed for everyday comfort



Product detail



Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Tortoise Red, Translucent Green and Clear acetate
Lenses	Non-prescription clear lenses with a blue light filter and 100% UVA & UVB protection are included, Lightweight shatter-resistant nylon lenses. All of our frames are accompanied by our iconic packaging and a complimentary repair kit.
Detailing	For Art's Sake logo inspired temple details



Charm-Black OP811



Charm-Brown OP812



Charm-Green OP813



Charm-Clear OP814

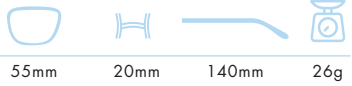
NEW COLORWAYS

THREE STYLES



Key Points

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



Product detail

Frame	Black plated stainless steel on Black frames
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection WE5 Gradient lenses
Detailing	Metal frames with FAS curve temples and fine enameled design



Diptych-SeaGreen WE5

DIPTYCH

1 SKU

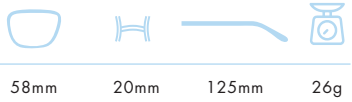
ELEGANCE

Key Points

- Almond shaped frame.
- Made for bold and edgy styles.
- Modern take on vintage styles.



Product detail



58mm 20mm 125mm 26g

Frame	Palladium-plated stainless steel on silver-toned frames.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection TB6 Tinted lenses
Detailing	Metal frames with ornate curve temples.



Ornate-Silver TB6

ORNATE

1 SKU

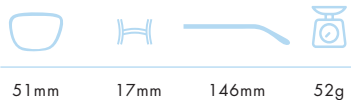
STATEMENT

Key Points

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



Product detail



Frame	Palladium-plated stainless steel on silver-toned frames.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection TB6 Tinted lenses
Detailing	Metal frames with ornate curve temples.



Sculpture-Ivory TH5

SCULPTURE

1 SKU

STATEMENT

GET IN TOUCH

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FOR ART'S SAKE

LONDON
