



FOR ART'S SAKE
LONDON



The Rose Garden

For Art's Sake unveils the Rose Garden Collection, a tribute to the beauty and complexity of roses. This collection transcends the superficial charm of florals, delving into the intricate interplay between fragility and strength. Drawing inspiration from the world of Art, where roses symbolise love, passion, and impermanence, these designs remind us that every bloom carries the promise of its thorns—a delicate duality reflective of the human experience.

The Rose Garden Collection re-imagines roses as not only decorative but narrative elements. Sculpted rosebuds symbolise budding potential, while the deliberate presence of thorns speaks to resilience and transformation. From subtle, petal-like curves to bold gold thorns encircling frames, each piece bridges the boundaries between wearable art and evocative storytelling.

Just as Renaissance masters employed roses as emblems of purity and romantic longing, For Art's Sake merges this timeless symbolism with contemporary flair. The collection's intricate craftsmanship mirrors the devotion of those who painted the famous Roses of Heliogabalus, where petals cascade endlessly—a spectacle both enchanting and fleeting.

Each design, produced in small batches and finished with 18k gold-plating or palladium-plating, invites the wearer to embrace the beauty of contrast: vulnerability with strength, elegance with edge.

The Rose Garden Collection is a celebration of the multifaceted nature of roses, art, and the wearer themselves—radiant, unique, and unapologetically bold.

SUNGLASSES

ELEVEN STYLES





BLOOM

4 SKU

These bold oversized sunglasses combine acetate and metal for a striking look. The square frame features sculptural metallic inlays on the edges, adding contrast and artistic flair. With softly curved lines and tapered temples, this design ensures both style and comfort. A statement piece that merges modern elegance with premium craftsmanship, perfect for any occasion.

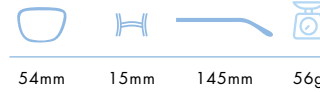
BOLD

Key Points

- Bold oversized sunglasses
- Chunky metal embellishments
- 18 karat gold / palladium plated



Product detail



54mm 15mm 145mm 56g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium plated stainless steel on Silver frames. Black, Chrome effect Brown, and Tortoise shell acetate.

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

BK, TT, BR - Tinted lenses | BL - Gradient lenses



Bloom-Black SF037BK



Bloom-Brown SF037BR



Bloom-Topaz SF037BL



Bloom-Tortoise SF037TT



CRIMSON

4 SKU

Crimson re-imagines the classic cat-eye silhouette with a daring rimless design and fluid metal accents. A sleek straight nose bridge flows seamlessly into dripping-effect hardware on both sides, complemented by drippy-inspired temples. Lightweight yet bold, these sunglasses exude modern sophistication and artistic flair, making them the perfect statement piece for those who embrace standout luxury.

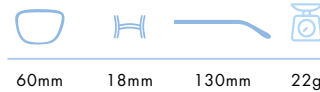
STATEMENT

Key Points

- Slim cat-eye silhouette
- Sleek straight nose bridge
- Dripping-effect hardware
- Drippy-inspired temples
- 18 karat gold / palladium plated



Product detail



Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Matte-pink coating on pink frames
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection BL - Gradient lenses GD, RD, SL - Tinted lenses



Crimson-Gold SF033GD



Crimson-Red SF033RD



Crimson-Silver SF033SL



Crimson-Topaz SF033BL



DUSK

4 SKU

Dusk combines bold elegance with intricate design. Its boxy-cat eye acetate frame is complemented by fluid thorn-shaped temples, symbolizing grace and resilience. Signature eye symbol tips add a touch of mystique, while 18k gold or palladium plating elevates the look. A masterpiece of craftsmanship, Dusk is where wearable art meets timeless sophistication.

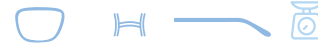
CLASSIC

Key Points

- Bold boxy-cat eye silhouette
- Drippy-inspired temples
- Signature eye symbol temple tips
- Soft yet structured silhouette flatters every face shape



Product detail



54mm 18mm 143mm 34g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Matte-pink plating on pink frames. Black, White, Translucent Pink acetate.

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

CH, RS - Gradient lenses | BK, WH - Tinted lenses



Dusk-Black SF034BK



Dusk-Champagne SF034CH



Dusk-Ivory SF034WH



Dusk-Rose SF034RS



EDITH

4 SKU

CLASSIC

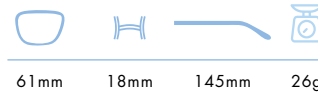
Edith Sunglasses showcase a rectangular rimless frame with bold thorn star embellishments at the temples, inspired by celestial beauty and blooming roses. Glittering chrome finishes and sleek temple design evoke the feeling of falling stars, while a sturdy nose bridge grounds the design. Edith blends strength with artistry, embodying the collection's theme of grace intertwined with resilience for a truly striking look.

Key Points

- Rectangular rimless frame
- Bold thorn star embellishments
- Glittering chrome finishes
- Sleek temple design
- 18 karat gold / palladium plated



Product detail



61mm 18mm 145mm 26g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Chrome effect Green and Tortoise shell acetate.

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

GR - Gradient lenses | BK, TT - Tinted lenses | SL - Mirror Coating lenses



Edith-Black SF036BK



Edith-Green SF036GR



Edith-Silver SF036SL



Edith-Tortoise SF036TT



FLEUR

4 SKU

Fleur Sunglasses features a bold boxy rectangular silhouette enhanced by gem-like facets on the rim. Feminine thorn embellishments on the temple ends symbolize the beauty and strength of roses, while sleek acetate temples offer comfort. This frame perfectly balances boldness and elegance, making it an effortless statement of modern luxury.

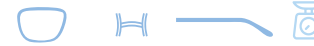
CLASSIC

Key Points

- Bold boxy rectangular silhouette
- Gem-like facets
- Feminine thorn embellishments
- 18 karat gold plated / palladium plated



Product detail



54mm 18mm 145mm 40g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Green, Tortoise Grey and Ivory acetate.

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

GY - Gradient lenses | BK, GR, WH - Tinted lenses



Fleur-Black SF040BK



Fleur-Green SF040GR



Fleur-Grey SF040GY



Fleur-Ivory SF040WH



HAZE

4 SKU

BOLD

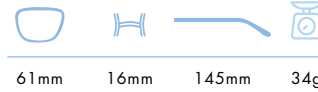
Haze's rimless heptagonal silhouette embodies bold elegance. The durable nose bridge and lightweight frame ensure comfort, while overlapping thorn stars on the temples create a striking dimensional effect. Glittering chrome finishes add celestial charm, evoking falling stars. Haze is a contemporary celebration of refined artistry and bold individuality, inspired by the timeless allure of the Rose Garden.

Key Points

- Unique Heptagonal rimless frame
- Bold thorn star embellishments
- Sleek temple design
- 18 karat gold / palladium plated



Product detail



61mm 16mm 145mm 34g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Chrome effect Green, and Tortoise acetate.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection BL - Gradient lenses BK, TT - Tinted lenses SL - Mirror Coating lenses



Haze-Black SF035BK



Haze-Silver SF035SL



Haze-Topaz SF035BL



Haze-Tortoise SF035TT



LA VIE EN ROSE

4 SKU

STATEMENT

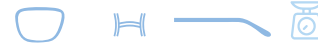
La Vie En Rose redefines elegance with its rimless, soft-curve silhouette. Delicate 3D rose studs adorn the temple ends, paired with rose-thorn-inspired stems for a sophisticated yet bold aesthetic. Finished with the signature eye symbol at the tips, this design blends artistry and grace, making it a statement piece inspired by the enchanting Rose Garden Collection.

Key Points

- Uptake on our iconic Generation frame
- 3D Rose-studs on temple ends. Thorn stem inspired temple design
- Signature eye symbol temple tips



Product detail



62mm 17mm 145mm 34g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Rose-gold plated stainless steel on rose-toned frames. Real jade stone nose-pads

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

All SKUs Gradient lenses



La Vie En Rose-Black SF030BK



La Vie En Rose-Champagne SF030CH



La Vie En Rose-Topaz SF030BL



La Vie En Rose-Rose SF030RS



LUSH

4 SKU

CLASSIC

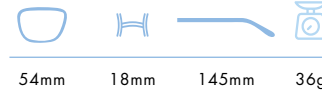
Lush exudes contemporary sophistication with its slim cat-eye silhouette, defined by subtle geometric facets on the rim edge. This full acetate frame is adorned with striking metal studs, inspired by the merging of two thorns to create a symmetrical, protruding shape. These sculptural embellishments, available in gold or silver plating, add a touch of edgy elegance. Perfectly balancing softness and structure, Lush transforms eyewear into a statement of individuality and refined craftsmanship.

Key Points

- Slim Cat-eye silhouette
- Geometric facets
- Adorned with striking metal studs
- 18 karat gold plated / palladium plated



Product detail



54mm 18mm 145mm 36g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Burgundy, and Tortoise acetate.
Lenses	Shatter-resistant, Ultra-lightweight nylon lenses with AR coating, 100% UVA & UVB protection. BK, RD, TT - Tinted lenses SL - Mirror coating lenses



Lush-Black SF039BK



Lush-Burgundy SF039RD



Lush-Tortoise SF039TT



Lush-Silver SF039SL



ROSE GARDEN

4 SKU

STATEMENT

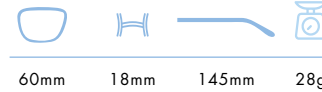
The Rose Garden frame epitomizes elegance with its soft rectangular rimless silhouette. Embellished with 3D rose studs and rose-thorn-inspired temple stems, this design symbolizes grace and strength. The signature eye symbol at the temple tips adds a touch of mystique. A tribute to the collection's beauty, Rose Garden redefines eyewear as a timeless statement.

Key Points

- Soft rectangular rimless silhouette
- 3D Rose-studs on temple ends. Thorn stem inspired temple design
- Signature eye symbol temple tips



Product detail



60mm 18mm 145mm 28g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium plated stainless steel on silver-toned frames. Real jade stone nose-pads

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

BK, CH, BL - Gradient lenses | GY - Tinted lenses



Rose Garden-Black SF031BK



Rose Garden-Champagne SF031CH



Rose Garden-Grey SF031GY



Rose Garden-Topaz SF031BL



ROSIE

4 SKU

CLASSIC

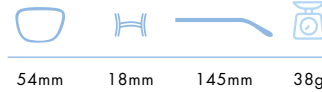
Rosie re-imagines the classic rectangular wayfarer with a bold, modern twist. Crafted from full acetate, its timeless silhouette is enhanced by feminine thorn embellishments on the temple ends, symbolizing both elegance and resilience. Perfect for any occasion, Rosie embodies the essence of the Rose Garden Collection, blending timeless sophistication with sculptural artistry to create a statement piece that's effortlessly chic.

Key Points

- Classic rectangular wayfarer
- Feminine thorn embellishments
- Perfect for everyday look
- 18 karat gold plated / palladium plated



Product detail



54mm 18mm 145mm 38g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Black, Chrome effect Brown, Translucent Glitter Gold, and Tortoise shell acetate.

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

RD - Gradient lenses | BK, GD, TT - Tinted lenses



Rosie-Black SF038BK



Rosie-Burgundy SF038RD



Rosie-Gold SF038GD



Rosie-Tortoise SF038TT



VERMILION

4 SKU

Vermilion redefines bold elegance with its soft rectangular rimless silhouette and fluid metal nose bridge. Featuring dripping metal accents and sculptural temples inspired by For Art's Sake's signature designs, this lightweight frame combines modern artistry with timeless sophistication. A tribute to the rich hues of the rose, Vermilion makes a confident and elegant statement.

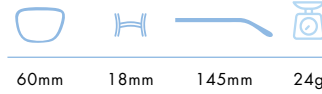
STATEMENT

Key Points

- Soft rectangular silhouette
- Sleek straight nose bridge
- Dripping-effect hardware
- Drippy-inspired temples
- 18 karat gold / palladium plated



Product detail



60mm 18mm 145mm 24g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Matte-pink coating on pink frames

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

BL - Gradient lenses | GD, RD - Tinted lenses | SL - Mirror Coating lenses



Vermilion-Gold SF032GD



Vermilion-Red SF032RD



Vermilion-Silver SF032SL



Vermilion-Topaz SF032BL

OPTICALS

SEVEN STYLES



FOR ART'S SAKE

THE ROSE GARDEN COLLECTION



Claremont

3 SKU

Claremont blends elegance and artistry with its rimless rectangular silhouette and durable nose bridge. Featuring overlapping thorn star accents and sleek temple design, this frame evokes the magic of falling stars. Rooted in the Rose Garden Collection's romantic ethos, Claremont redefines optical eyewear with bold sophistication and timeless beauty.

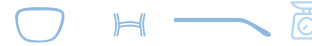
CLASSIC

Key Points

- Rectangular rimless frame
- Bold thorn star embellishments
- Sleek temple design
- 18 karat gold / palladium plated



Product detail



54mm 18mm 145mm 24g

Frame 18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black and Tortoise shell 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.



Claremont-Gold XF021GD



Claremont-Silver XF021SL



Claremont-Tortoise XF021TT



EROS

4 SKU

CLASSIC

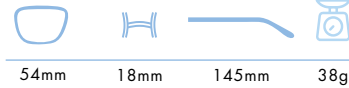
Eros combines classic charm with modern elegance in its rectangular cat-eye silhouette. Crafted from full acetate, the frame is adorned with delicate thorn embellishments on both temple ends, symbolizing grace and resilience. Its versatile, flattering shape makes it perfect for everyday wear, while the intricate detailing ensures a touch of timeless sophistication, embodying the artistry of the Rose Garden Collection.

Key Points

- Rectangular cat-eye silhouette
- Delicate thorn embellishments
- Versatile, flattering shape
- 18 karat gold plated / Palladium plated



Product detail



Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Chrome effect Brown, Clear Pink and Tortoise shell 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.



Eros-Black XF018BK



Eros-Brown XF018BR



Eros-Rose XF018RS



Eros-Tortoise XF018TT



HAMPTON

3 SKU

Haze frames redefine eyewear with a striking heptagonal silhouette and bold thorn star embellishments at the temples. The sleek, protrusion-effect temples mimic falling stars, echoing the Rose Garden Collection's theme of strength and romance. Designed for those who value individuality, Haze combines geometric elegance with celestial artistry for a statement optical look.

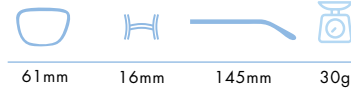
CLASSIC

Key Points

- Unique Heptagonal rimless frame
- Bold thorn star embellishments
- Sleek temple design
- 18 karat gold / palladium plated



Product detail



61mm 16mm 145mm 30g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Green, Brown 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.



Hampton-Gold XF020GD



Hampton-Silver XF020SL



Hampton-Tortoise XF020TT



PETAL

4 SKU

MUST HAVE

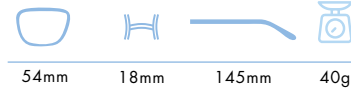
Petal redefines feminine elegance with its boxy rectangular silhouette, enhanced by gem-like facets that catch the light beautifully. Delicate thorn embellishments on both temple ends add a touch of graceful strength, embodying the perfect balance of softness and resilience. Crafted from full acetate, Petal is an exquisite blend of contemporary design and artisanal detailing, inspiring timeless confidence and individuality.

Key Points

- Boxy rectangular silhouette.
- Gem-like facets
- Delicate thorn embellishments
- 18 karat gold plated / Palladium plated



Product detail



54mm 18mm 145mm 40g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Clear, Green, Tortoise 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.



Petal-Black XF019BK



Petal-Clear XF019CL



Petal-Green XF019GR



Petal-Tortoise XF019TT

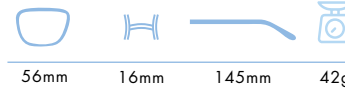


Key Points

- Classic round cat-eye silhouette
- Gem-like facets
- 3D rose studs
- 18 karat gold plated / Palladium plated



Product detail



56mm 16mm 145mm 42g

Frame	18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames. Black, Burgundy, Clear and Tostoise Shell 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.



Rosalia I-Black XF016BK



Rosalia I-Burgundy XF016RD



Rosalia I-Clear XF016CL



Rosalia I-Tortoise XF016TT

ROSALIA-I

4 SKU

Rosalia-I redefines elegance with its classic round cat-eye frame and gem-like facets, adding depth and sophistication to your everyday look. Adorned with intricate 3D rose studs embedded into the temples, this full acetate design blends chic femininity with bold personality. A true masterpiece of the Rose Garden Collection, Rosalia-I celebrates strength and grace in every detail.

STATEMENT



ROSALIA-II

4 SKU

Rosalia II is a slim cat-eye frame that exudes sophistication. Its continuous indent facet adds a touch of dimension, while intricate 3D rose studs embedded into the temples offer an elegant, sculptural detail. Crafted from full acetate, Rosalia II balances timeless beauty with modern design, embodying the harmony of grace and strength celebrated in the Rose Garden Collection.

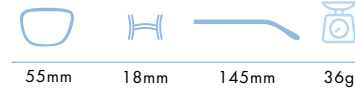
MUST HAVE

Key Points

- Slim Cat-eye silhouette
- Continuous indent facet
- 3D Rose studs
- 18 karat gold plated / Palladium plated



Product detail



Frame

18-karat gold-plated stainless steel on gold-toned frames. Palladium-plated stainless steel on silver-toned frames.
Black, Chrome effect Brown, Clear and Tortoise shell 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.



Rosalia II-Black XF017BK



Rosalia II-Brown XF017BR



Rosalia II-Clear XF017CL



Rosalia II-Tortoise XF017TT



THORN

3 SKU

Thorn frames exude refined elegance with a sleek oval silhouette and 3D rose studs on the temples, reflecting the romantic essence of the Rose Garden Collection. Thorn-inspired temples add a bold organic touch, while acetate temple tips ensure comfort. A timeless optical choice for those who seek a poetic blend of minimalism and artistic detail.

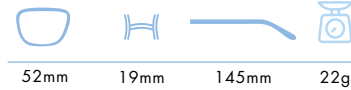
STATEMENT

Key Points

- Sleek oval silhouette
- 3D Rose-studs on temple ends
- Thorn stem inspired temple design
- 18 karat gold plated / palladium plated



Product detail



Frame

18-karat gold-plated stainless steel on gold-toned frames. Rose-gold Plated stainless steel on rose-toned frames. Palladium-plated stainless steel on silver-toned frames. Black 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.



Thorn-Gold XF015GD



Thorn-Rose XF015RS



Thorn-Silver XF015SL

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

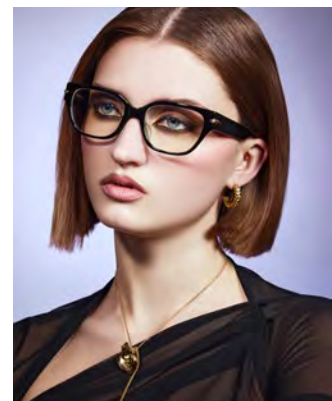
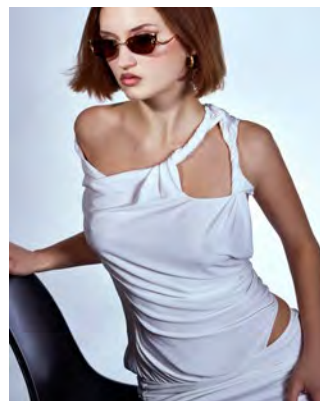
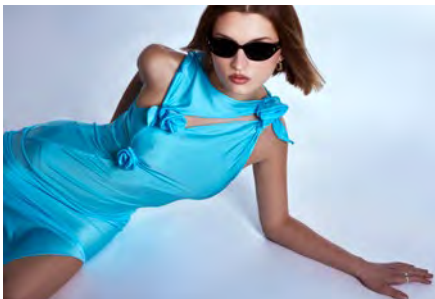
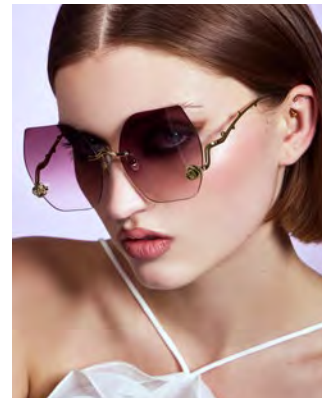
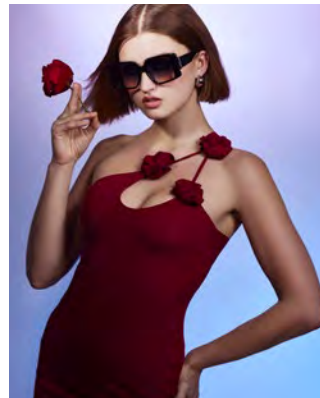
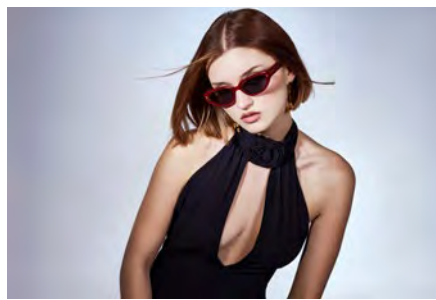
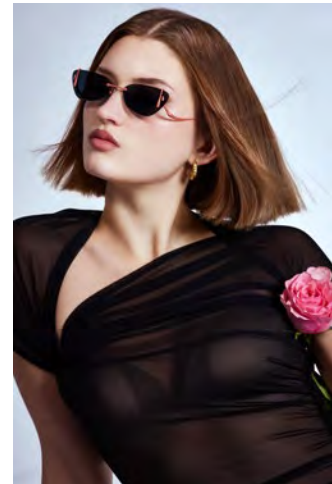
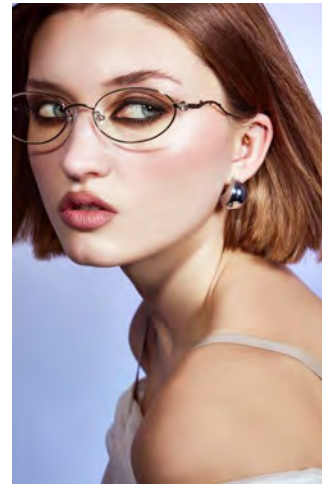
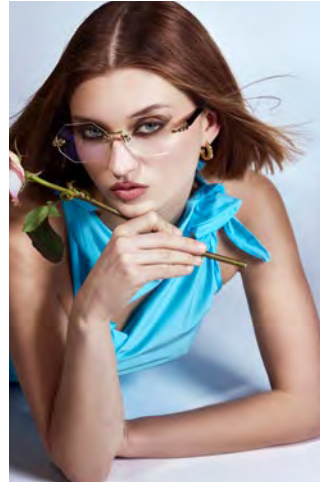
Founded in 2016, For Art's Sake is one of the biggest and most exciting eyewear brands to come out of London.

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.



CAMPAIGN IMAGES

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THEMISTOCLEOUS OPTICAL WHOLESALERS LTD

E.mail: info@themistocleousoptical.com

Tel. 00 357 22437792

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Facebook: SUNGLASSES BY THEMISTOCLEOUS
<https://www.facebook.com/Themistocleousoptical/>

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