



Frida Kahlo x For Art's Sake



THE BELOVED



ART DECO

FOR ART'S SAKE

LONDON

FRIDA KAHLO X FOR ARTS'S SAKE

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



FRIDA MASK

Frida Kahlo x For Art's Sake



59mm - 17mm - 148mm 61g



FK-A1 Frida Mask-Black



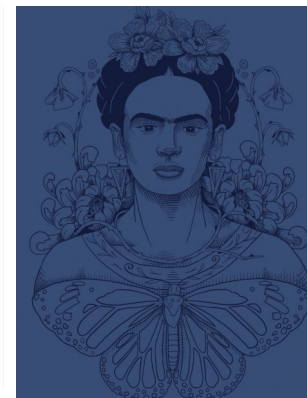
FK-A2 Frida Mask-Blue



FK-A3 Frida Mask-Rose



FK-A4 Frida Mask-Green



Key Points

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

Front	Stainless Steel
Temples	Biodegradable Acetate Temple and Stainless steel details
F EURO	
Wholesale Price	
Retail Price	EUR€ 260
Lens	Nylon Lens and Anti Reflection coating

FRIDA PORTRAIT

Frida Kahlo x For Art's Sake



58mm - 19mm - 148mm 55.5



FK-B1 Frida Portrait-Black



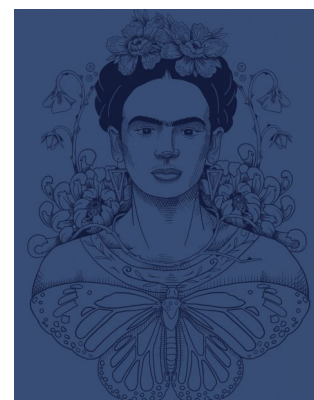
FK-B2 Frida Portrait-Brown



FK-B3 Frida Portrait-Blue



FK-B4 Frida Portrait-Rose



Key Points

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

Front	Biodegradable Acetate
Temples	Biodegradable Acetate Temple and Stainless steel details
EURO	
Wholesale Price	-----
Retail Price	EUR€ 260
Lens	Nylon Lens and Anti Reflection coating

FRIDA BRUSH

Frida Kahlo x For Art's Sake



54mm - 18mm - 145mm 34.8g



FK-C1 Frida Brush-Black



FK-C2 Frida Brush-Brown



FK-C3 Frida Brush-Rose



FK-C4 Frida Brush-Nude



Key Points

- Classic elegant cat-eye shape.
- Temples inspired by Frida Kahlo's paintbrush.
- Perfect for everyday wear.
- Lightweight.

Front	Stainless Steel
Temples	Biodegradable Acetate Temple and Stainless steel details
EURO	
Wholesale Price
Retail Price	EUR€ 260
Lens	Nylon Lens and Anti Reflection coating

THE BELOVED

Few artistic movements celebrated the beauty of women in quite the way that the Pre-Raphaelite brotherhood did; and against all odds of rigidity, as a wild, courageous defiance of the Victorian era.



With Pre-Raphaelite muses front-and-centre as whimsical archetypes fitting for modern women today; who said the languishing of Millais' Ophelia, or the utter sensuality of Rossetti's Lady Lilith, are nostalgic of a bygone era? Rather, it is the very essence of abandoning the ordinary - the pleasure and play of celebrating women in all their gorgeous glory, today!

Eternally beloved; women, everywhere.

The Beloved Collection is our ode to this movement; with each piece in this collection channelled through the confidence & style of the FOR ART'S SAKE woman. We invite you to meet the pantheon of our 10 muses; designed to inspire you in your visual affair with the world.

OPTICALS

TEN CLASSIC SILHOUETTES WITH DETAILS INSPIRED BY THE PRE-RAPHAELITE MUSES



WATERHOUSE

THE BELOVED



52mm - 17mm - 143mm 25g



OP631 Waterhouse-Black



OP632 Waterhouse-Blue



OP633 Waterhouse-Pink



OP634 Waterhouse-Silver



Key Points

- Elegant and comfortable frame.
- Bevelled cat-eye shape.
- Sleek temples with interesting hinge details.
- Designed for everyday comfort.

Front	Biodegradable Acetate
Temples	Stainless Steel Temple Biodegradable Acetate Temple Tip

EURO

Wholesale Price _____





Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**

DANTE

THE BELOVED





 -53mm - 16mm - 142mm - 30.5g



OP641 Dante-Gold



OP642 Dante-Silver



OP643 Dante-Jade



OP644 Dante-Pink



Key Points

- Sleek cat-eye frame.
- Ribbed details on the frame follow the hinge.
- Tasteful elements of colour with our acetate combinations.
- Designed for everyday comfort.

Front	Stainless Steel
Temples	Biodegradable Acetate Temple Tip

EURO

Wholesale Price	EUR 148
Retail Price	EUR 198
Lens	Clear Blue Light Filter and UV protection
Metal	Electroplating corrosion tested 48 hours



51mm - 18mm - 143mm 25g



OP661 **Godiva-Gold**



OP662 **Godiva-Silver**



OP663 **Godiva-Jade**



OP664 **Godiva-Pearl**



Key Points

- Geometric Square frame.
- Hand-painted enamelled details in the corner. Uplifting the eyes.
- Minimal temple design paired with embossed details.
- Designed for everyday comfort.

Front	Stainless Steel with enamel
Temples	Biodegradable Acetate Temple Tip

EURO

Wholesale Price _____

Retail Price **EUR€ 198**

Lens	Clear Blue Light Filter and UV protection
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Metal	Electroplating corrosion tested 48 hours
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MIMOSA

THE BELOVED



53mm - 17mm - 143mm 28g



OP671 Mimosa-Gold



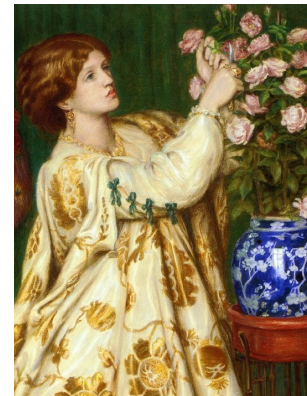
OP672 Mimosa-Silver



OP673 Mimosa-Grey



OP674 Mimosa-Brown



Key Points

- Soft square acetate frame.
- Ribbed chain pattern on the corners and temples.
- Made for rich and classic styles.
- Designed for everyday comfort.

Front	Biodegradable Acetate
Temples	Acetate Temple with Stainless steel detailing

EURO

Wholesale Price ~~EUR 198~~

Retail Price **EUR 198**

Lens **Clear Blue Light Filter and UV protection**

Metal

AMOUR

THE BELOVED



52mm - 16mm - 142mm 34g



OP681 Amour-Black



OP682 Amour-Brown



OP683 Amour-Rose



OP684 Amour-Blue



Key Points

- Acetate and metal combination cat-eye frame.
- Elegant and modest design.
- Ribbed details following to the temple.
- Designed for everyday comfort.



Front	Biodegradable Acetate
Temples	Stainless Steel Temple Biodegradable Acetate Temple Tip

EURO

Wholesale Price _____

Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**

OPHELIA

THE BELOVED



53mm - 16mm - 143mm 25.5



OP691 **Ophelia-Black**



OP692 **Ophelia-Mocha**



OP693 **Ophelia-Mint**



OP694 **Ophelia-Grey**



Key Points

- Delicate cat eye frame design.
- Hand-painted enamel details. Uplifting the face.
- Embossed chain structure temples.
- Designed for everyday comfort.

Front	Stainless Steel with enamel
Temples	Stainless Steel Temple Biodegradable Acetate Temple Tip

EURO

Wholesale Price €€€€€

Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**

SONNET

THE BELOVED



52mm - 16mm - 143mm 26g



OP711 **Sonnet-Black**



OP712 **Sonnet-Silver**



OP713 **Sonnet-Gold**



OP714 **Sonnet-Green**



Key Points

- Feminine boxy frames.
- Fun and soft colours.
- Elevating frame silhouette.
- Designed for everyday comfort.

Front	Biodegradable Acetate
Temples	Stainless Steel Temple Biodegradable Acetate Temple Tip

EURO

Wholesale Price _____

Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**

ORCHARD

THE BELOVED



52mm - 17mm - 143mm 28.5g



OP721 Orchard-Silver



OP722 Orchard-Gold



OP723 Orchard-Navy



OP724 Orchard-Green



Key Points

- Subtle geometric silhouette
- Hand-painted enamel details.
- Sleek temple design.
- Designed for everyday comfort.



Front	Stainless Steel with enamel
Temples	Stainless Steel Temple with acetate detailing

EURO

Wholesale Price _____

Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**

LADY

THE BELOVED



54mm - 16mm - 143mm 31g



OP731 **Lady-Black**



OP733 **Lady-Rose**



Key Points

- Chic cat eye frames
- Ribbed metal frame.
- Captivating twisted metalwork temples.
- Designed for everyday comfort.



OP732 **Lady-Pearl**



OP734 **Lady-Green**

Front	Stainless Steel
Temples	Biodegradable Acetate Temple Tip and stainless steel

EURO

Wholesale Price _____

Retail Price **EUR€ 198**

Lens **Clear Blue Light Filter and UV protection**

Metal **Electroplating corrosion tested 48 hours**



52mm - 20mm - 143mm 23g



OP741 Ivy-Blue



OP742 Ivy-Green



OP743 Ivy-Pink



OP744 Ivy-Black



Key Points

- Sleek and Sophisticated Pro-round metal frames.
- Hand-painted enamel details on frame and end piece.
- Minimal temples with embossed intricate details and colourful tips.
- Designed for everyday comfort.

Front	Stainless Steel with enamel
Temples	Biodegradable Acetate Temple Tip

EURO

Wholesale Price -----

Retail Price **EUR€ 198**

Lens	Clear Blue Light Filter and UV protection
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Metal	Electroplating corrosion tested 48 hours
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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."

Featuring seven pairs of sunglasses; Century, Deco, Montage, Ornate, Painter, Sculpture and Watercolour are Art-Deco inspired icons designed to compliment your own creative originality.

SUNGLASSES

SEVEN STYLES - ART DECO INSPIRED ICONS



MONTAGE

Art Deco



60mm - 17mm - 145mm 47.5g



TA1 Montage-Black



TA2 Montage-Champagne



TA3 Montage-Rose



TA4 Montage-Blue



Front	Stainless Steel
Temples	Biodegradable Acetate Temple

EURO

Wholesale Price _____

Retail Price **EUR€ 223**

Lens **Nylon Lens and Anti Reflection coating**

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.

ORNATE

Art Deco



58mm - 20mm - 150mm 31g



TB1 Ornate-Black



TB2 Ornate-Champagne



TB3 Ornate-Grey



TB4 Ornate-Rose



Key Points

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

Front	Stainless Steel
Temples	Stainless Steel
EURO	
Wholesale Price	_____
Retail Price	EUR€ 227
Lens	Nylon Lens and Anti Reflection coating

CENTURY

Art Deco



59mm - 18mm - 133mm 34.8g



TC1 Century-Black



TC2 Century-Champagne



TC3 Century-Rose



TC4 Century-Green



Key Points

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

Front	Stainless Steel
Temples	Stainless Steel
EURO	
Wholesale Price	
Retail Price	EUR€ 223
Lens	Nylon Lens and Anti Reflection coating

Painter

Art Deco



60mm - 18mm - 143mm 33.6g



TE1 Painter-Black



TE2 Painter-Champagne



TE3 Painter-Rose



TE4 Painter-Mint



Key Points

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

Temples Stainless Steel

EURO

Wholesale Price -----

Retail Price **EUR€ 223**

Lens **Nylon Lens and Anti Reflection coating**

WATERCOLOUR

Art Deco



61mm - 18mm - 143mm 33g



TF1 Watercolour-Black



TF2 Watercolour-Champagne



TF3 Watercolour-Rose



TF4 Watercolour-Topaz



Key Points

- Butterfly silhouette.
- Made for daring and eccentric styles.
- Extremely light weight and versatile half frameless silhouette.
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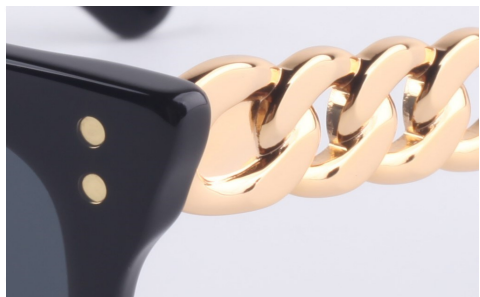
Front	Stainless Steel
Temples	Stainless Steel
EURO	
Wholesale Price	_____
Retail Price	EUR€ 223
Lens	Nylon Lens and Anti Reflection coating

DECO

Art Deco



55mm - 22mm - 145mm 58g



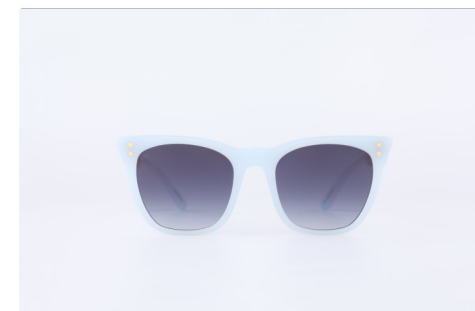
TG1 Deco-Black



TG2 Deco-Champagne



TG3 Deco-Green



TG4 Deco-Blue



Key Points

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

Front	Biodegradable Acetate
Temples	Biodegradable Acetate Temple Tip and stainless steel
EURO	
Wholesale Price	EUR 73
Retail Price	EUR 227
Lens	Nylon Lens and Anti Reflection coating

SCULPTURE

Art Deco



51mm - 17mm - 146mm 57g



TH1 Sculpture-Black



TH2 Sculpture-Champagne



TH3 Sculpture-Grey



TH4 Sculpture-Rose



Key Points

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

Front	Biodegradable Acetate
Temples	Biodegradable Acetate Temple and Stainless steel details
EURO	
Wholesale Price	EUR€ 73.8
Retail Price	EUR€ 228
Lens	Nylon Lens and Anti Reflection coating

GET IN TOUCH

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FOR ART'S SAKE

LONDON
