

EINSTOFFEN



close 
your eyes
and sing

2023

Aboout



At EINSTOFFEN, we do not like being put in a box. We create what we feel like. Since we founded the brand in 2008, we have had two driving forces: freedom and independence. Instead of jumping into the hamster wheel for a predictable career, we preferred an activity that we called «EINSTOFFEN»: equipping people with our own stuff or cloth...

We create eyewear and fashion for independent people with minds of their own – kindred spirits, so to speak. Our customers are environmentally conscious, sure, but they're also the type to enjoy what life has to offer, and laugh at it all a bit too. We exclusively design our products in Switzerland and we like to use unusual materials or incorporate extravagant details.

Fairness in dealing with our partners and suppliers is very important to us, and here too we place a strong emphasis on independence: we work exclusively with independent opticians and stores.

We call this «unchained – independent eyewear for free opticians».

2023

CLOSE YOUR EYES AND SING

Structure, geometric shapes, colorful blocks and satisfyingly clean lines - these are the key elements of Cubism, which has unknowingly crept into the wardrobes of many of us. Cubism represented the woman's freedoms, abolishing unrealistic body images and was essentially able to bravely dethrone the Western style of the Belle Epoque. For those who were brave enough to step into the future and break away from the Belle Epoque, waited an immersive and colorful revolution of the Cubist aesthetic.

Our new collection pays homage to the heroes of this art form, and is inspired by artists such as Pablo Picasso or Paul Klee. Constructivism, surrealism and futurism create a contemporary coolness that is reflected in every pair of glasses and featured in our "Close your eyes and sing" collection. Bridging the gap between high-end and high-street, the collection appeals to those of us who are looking for eyewear that is contemporary and high in quality. Do you dare to step into the future?



4



5

Paul Klee

Paul Klee was born in Bern. His father, originally from Germany, taught music at the faculty in Bern-Hofwil. His mother, a Swiss, was a professional singer. Encouraged by his musical parents, he started playing the violin at the age of seven. But that was too boring for him. Despite his parents' desire to pursue a musical profession, Klee hoped to pursue a career in the visual arts.

In 1911, Klee met Wasily Kandinsky and Franz Marc. These two artists would dramatically influence the course of his artistic life. Together they founded the group «The Blue Knight», which was of fundamental importance for the Expressionist art movement. In 1914, Klee's art changed dramatically again during a visit to Tunisia. Impressed by the quality of the light in the country, he declared that the colours now took possession of his life. He wrote: «Colour and I are one. I am a painter.»

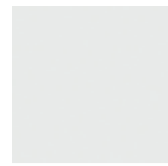


Acetate

The Symbiosis between Nature and Technology. For lovers of delicate shapes and urban eyewear aficionados alike, the «hybrid» acetate models combine the best qualities of their various components. The front is made from beautifully patterned acetate, the temples have been carved from richly textured wood. Often they are also made from acetate or metal, with subtle micro-engravings. The best of both worlds, with a keen eye for setting trends.



#6124



#6123



50 □ 24 - 14.5



#6122

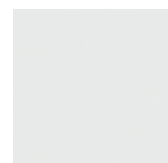


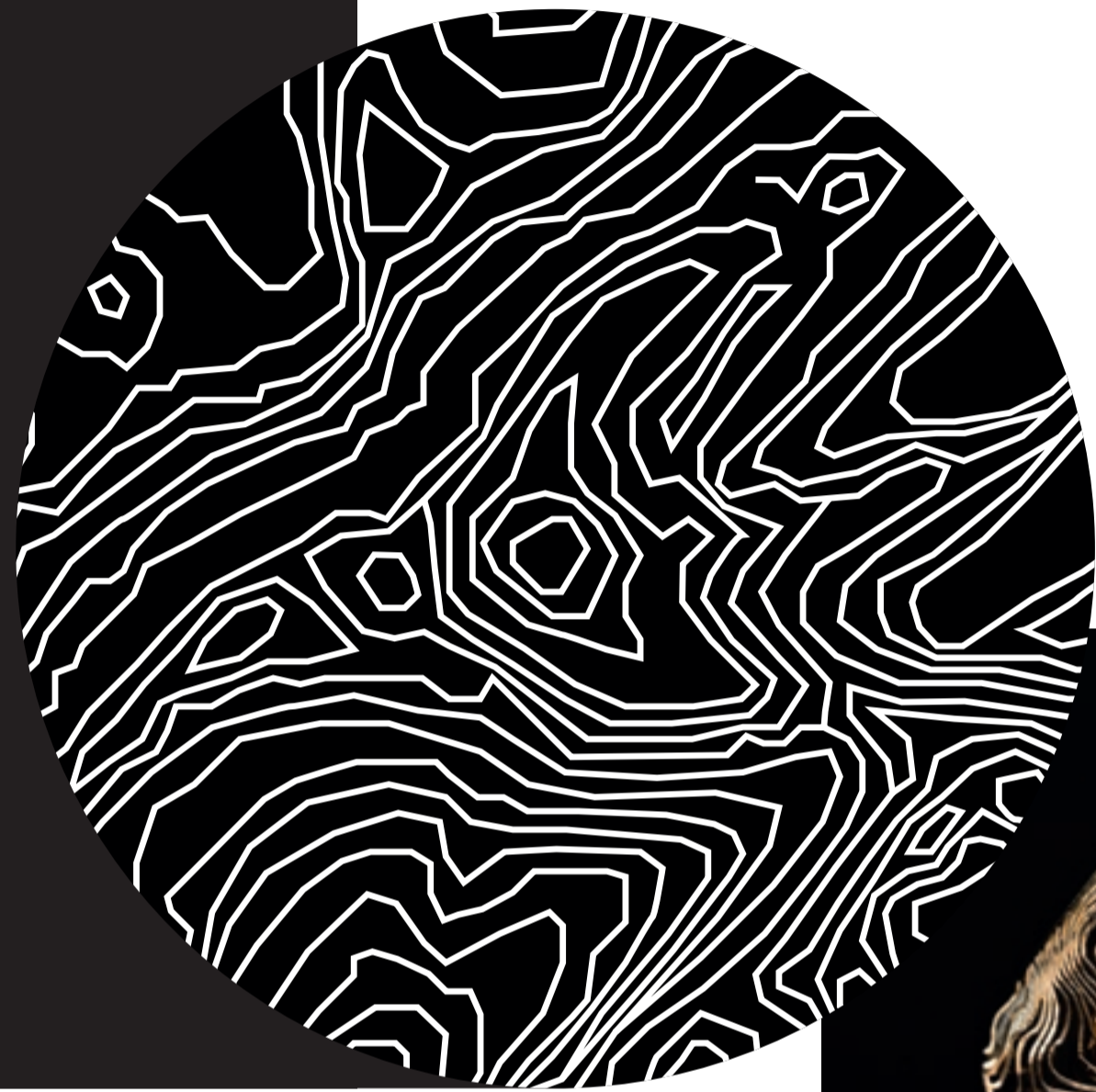
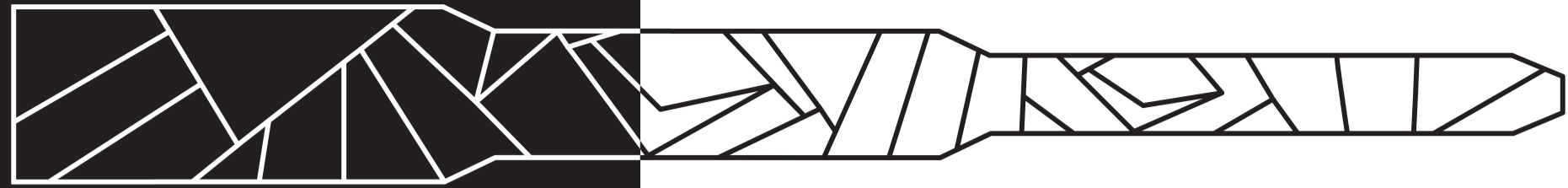
#6125



Fakir

Oh hey, it's you. An exalted soul unlike mere mortals, able to travel into both the future and the past. Aren't you something? We know someone as transcendent as you, who found the meaning of life and can meditate your way to other planes, freed yourself from material desires long ago. But that doesn't mean you don't deserve a sick pair of glasses. Even mystics need a little guidance through life- and protection from harmful UV rays doesn't hurt either.



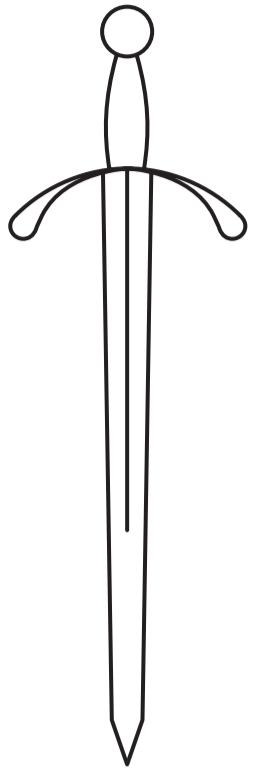


One could almost assume that Picasso was already born as an artist. His first word, his father claimed, was «piz», which is short for lápiz and means pencil in Spanish. His father Ruiz, who was himself an artist and art professor, gave him art lessons from the age of 7. But by the time Picasso was 13, Ruiz vowed to give up painting. He felt that Picasso was already superior to him.

Picasso's full name was «Paul Diego Jose Francisco de Paula John Nepomuceno Mary of the Remedies Cyprian of the Holy Trinity Martyr Patrick Clito Ruiz and Picasso». That's pretty simple, isn't it? Considered one of the greatest artists of our time, his works are ironically among the most stolen of all time.

Pablo Picasso

Schwert- schluckker



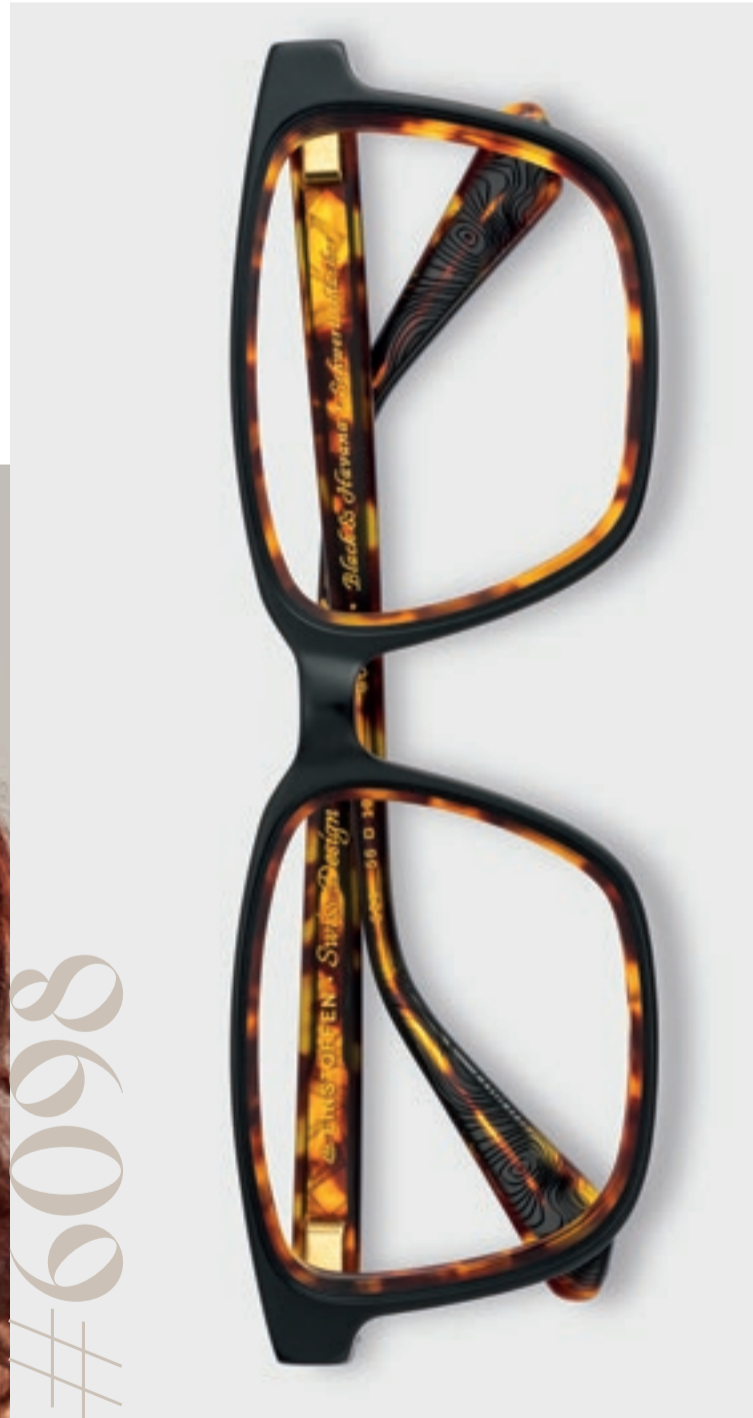
56 □ 19 - 14.5



#6095



#6096



#6098

Some people think sword swallowing is just another type of magic trick. After all, it seems impossible. Well of course this is true for most magic tricks, but sword swallowing is something else- they're really doing it! We can see why it might freak people out a bit though. Many prefer to imagine an illusion rather than picturing a long piece of metal going all the way down to the stomach. Our new «Schwertschlucker» («Sword-Swallower»), though: seeing is believing. With eye-catching design and totally safe materials, this pair is a winner. (Just don't swallow them, please.) materials that certainly can't put you in any danger. Well, you mustn't swallow it anyway...



#6140

Meisterdieb



#6139



The intelligence and cunning of the «Meisterdieb» («master thief») set him apart. But the master thief is also a charmer, as elegant and sophisticated as he is scheming: a little bit of James Bond.. But do such master thieves exist in real life? Of course, they do. You can recognise them, as they're leaving the scene of another successful heist, only by such good-looking glasses. Even George Clooney wished he had this pair in all those in Oceans movies.



#6141

53 □ 20 - 14.5

15

Titanium

Born from Iron: If you're looking for a pair of robust glasses that won't break but still look subtle and sleek, titanium is the right choice for you. The iron ore-based material is extremely stable, yet flexible and corrosion-resistant. It's used particularly in space travel and surgery.

Our titanium frames combine avantgarde design with precision craftsmanship. The design's industrial touch creates an interesting urban contrast to the natural look of our wooden eyewear. The newest models are made from block titanium and perfect the functional look.





Beobachter

The «Beobachter» («Observer») - A person who enjoys paying attention to the world around them and is an expert in gathering information about the people, objects, and events that they encounter. Observers are curious and inquisitive, and are patient and methodical, taking the time to carefully gather and interpret the world that surrounds them before making conclusions or decisions. These glasses will make you thoughtful and contemplative, which will result in enhanced joy at spending time alone in order to engage in deep contemplation and reflection.



50 □ 19 - 140

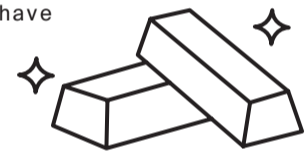


#6165

Goldstück

#6155

No matter what type of empire you sit atop of, with the «Goldstück» («Goldpiece») you'll project an air of strength that says you shouldn't be messed with. With its rich tones and wrap-around wooden parts, these shades will become your go-to for everything stylish. With your rock star persona, the Goldpiece is designed to turn heads on every occasion you show up. Even Elvis would have been jealous.



49 □ 16 - 132

#6163



#6156



CARBON NEUTRAL A CLEAN FUTURE NEEDS ALL OF US

We have calculated our emissions and offset them with the support of internationally verified climate protection projects. In addition to avoiding and reducing carbon dioxide emissions, offsetting is another important step we have taken towards a cleaner future. Offset projects equal the greenhouse gas emissions and make an important contribution to combating global warming. They promote sustainable development where the projects are implemented. They also improve local drinking water supplies, create sustainable jobs, and enhance biodiversity.



OFFSET PROJECTS VERSATILE & EFFECTIVE

REGIONAL PROJECTS, SWITZERLAND

The consequences of climate change have long been visible in Switzerland as well: extreme storms, tempests or even pest infestations endanger the ecosystem, and repairing the damage costs more and more. This is where the Mountain Forest Project steps in, with volunteers caring for and preserving the native forest at 40 locations in Switzerland under the guidance of professionals. One of them is above the village of Curaglia: there, storm «Vivian» destroyed the entire forest in 1990 and with it the natural protection against avalanches, erosion and landslides. The task was therefore to quickly reforest the forest. Over 80,000 trees have been planted by volunteers of the project since then.

INTERNATIONAL PROJECTS, RUANDA

In many poorer regions of the world, families cook on open fires, often indoors. Energy efficiency is low in this process, and large amounts of energy are lost unused. Clean cooking stoves are often simple devices made of metal or clay, but they make better use of the energy supplied. Families thus save fuel and CO2. Sometimes the stoves are also used in small businesses. The population is growing, needing more and more firewood, thus endangering the unique ecosystem.

INTERNATIONAL PROJECTS, COLOMBIA

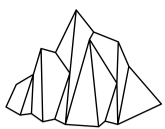
The project takes a holistic approach for a lasting change towards sustainable economic methods and nature conservation. The project contributes to the protection of indigenous territories by promoting self-determined management by the communities, better monitoring of the territories, and stronger communication and transportation systems. It also helps improve food self-sufficiency for six different ethnic groups. The project works hand-in-hand with communities to improve their livelihoods and promote sustainable economic growth.

Wood & Carbon



EINSTOFFEN Classics – Nature acts as a co-designer in each pair of wooden glasses we create. We love the playful interaction between different colors, materials, grains and textures in nature. The beauty of wood and stone as original materials are stunning. Each frame is as unique as the person who wears it. To give the product the attention it deserves, each of our frames is hand-made. More than twenty layers of veneer provide for extraordinary stability. EINSTOFFEN started with wood, and we still pour our hearts and souls into these frames.





Independent eyewear for free opticians!



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