



**The famous brand
ARMOR LUX, a textile
company decided to launch its
range of optical frames and
sunglasses**

100% MADE IN FRANCE
100% INNOVATIVE
100% RECYCLED

Who says that the optical industry is not innovative? Armorlux executives have teamed up with specialists to build a bold specification: recycled frames made in France in direct connection with the DNA of the brand concerned with preserving the environment. And success is on the agenda!

For the past year, the start-up from Bret, Fil-Fab, which specializes in the recycling of used fishing nets, has been turning this waste into Nylon pellets. Recycling fishing nets is part of an approach to protect the oceans. It is important to know that these nets abandoned or lost in the seas impact coral reefs that are exposed to disease. The opportunity was too good to offer to use them as an injection to make new, resistant and aesthetic frames.



Armor·lux

EYEWEAR



A complete new collection has been designed to bring visual comfort and extend the experience with glasses available in optic and sunglasses.

This collection is distributed in France by ArtMonium. Other countries are being deployed.

"This unprecedented collaboration based on innovation that makes sense for our client reinforces our desire to offer new solutions that respect the brands we support," said Jean-Pierre Delacroix, President of Artmonium.



The collection consists of 5 women's models and 5 men's models in optic and sunglasses.

The production will benefit the label « Origine France Garantie »



From the nets to a frame



Tri des filets de pêche par l'entreprise Fil & Fab.

Step one is the recovery of used harbour fishing nets.

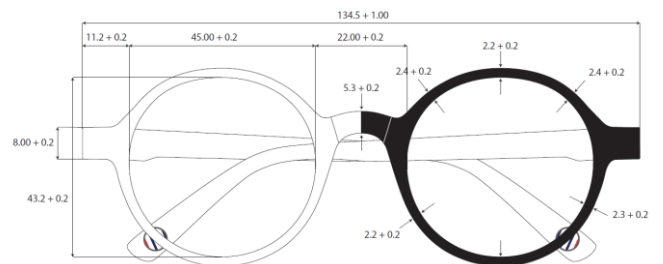
Step 2 aims to sort, disassemble and separate the different sheets of nets by association of social integration (les Genêts d'or).



In stage 3 and 4 we get pellets from the fine grinding of the nets.

The result is then extruded to obtain the material that will make up the mounts.

The final steps are more classic in our field since it is the graphic design and then the injection to get a frame.

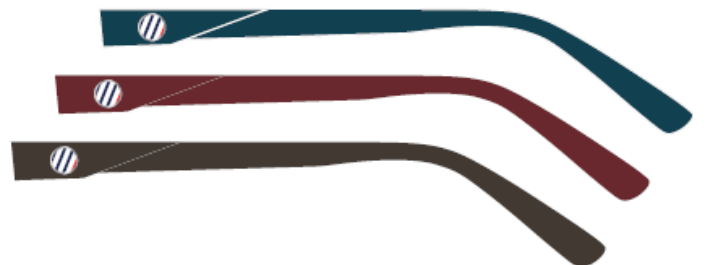
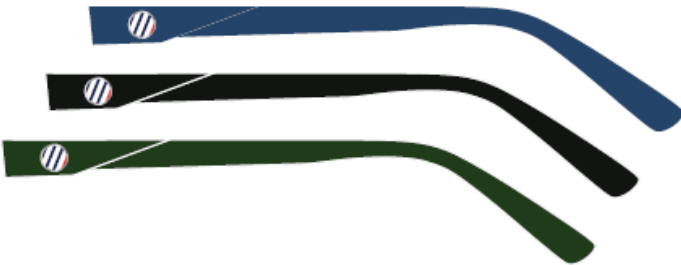


ARMOR LUX - Women Collection



Armor·lux

EYEWEAR



ARMOR LUX - Men Collection



Armor·lux

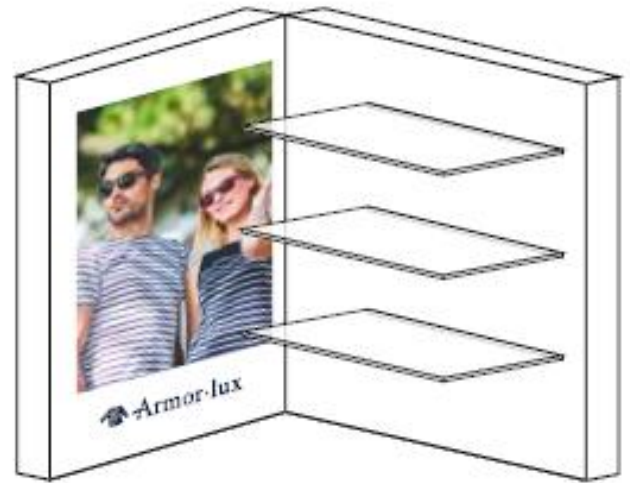
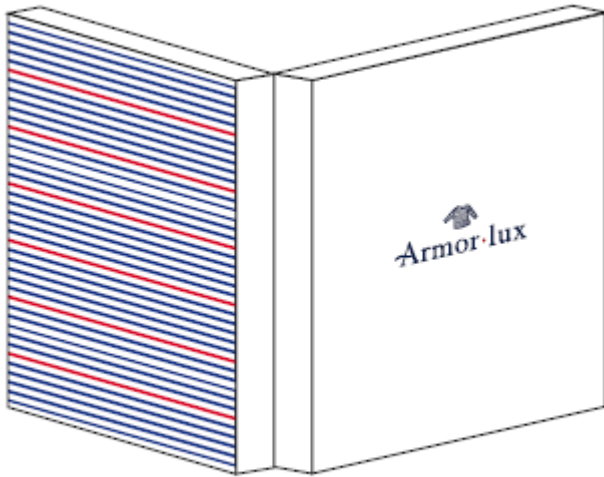
EYEWEAR



ARMOR LUX - SUNGLASSES



Display



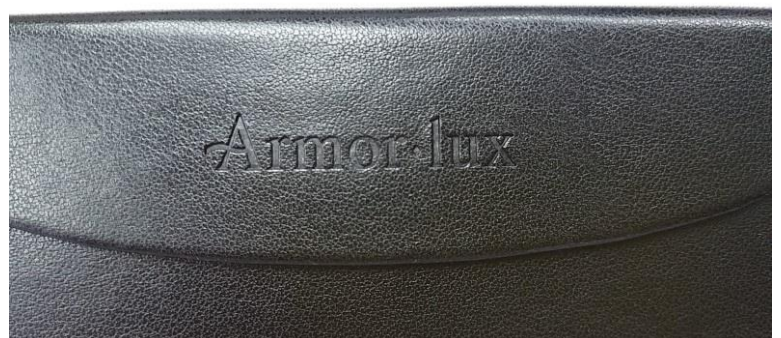
Crushed fishing nets



Material



Case





ANTOINE QUINZIN
PRÉSIDENT / CEO

P : +33 (0)6 08 66 08 65 / T : +33 (0)4 20 10 25 47
F : +33 (0)4 20 10 26 70
aquinzin@armorlux-eyewear.com

CREATION & DISTRIBUTION

