

A Decade of EVATIK

March 2019

Established in 2009, this year marks A Decade of EVATIK, a premium men's eyewear brand that strikes the perfect balance between comfort & luxury. To mark this occasion, the brand is getting an overhaul in its branding, look and feel with a special event in its honour at Vision Expo East.

The new logo is updated to align with the brand identity for today's modern man. Its defined aesthetics for a more minimalist appeal, architectural design with subtle branding will stay true to the product and the brand.

There are 2 new elements to accompany the EVATIK logo.

1/ "est. 2009" will appear with the EVATIK logo on all print media & some social media platforms to mark the decade milestone of the brand.

EVATIK

est. 2009



2/ New "eyeglass" emblem which will be used on its own, as well as in conjunction with the EVATIK logo.

A Decade of EVATIK celebrates the independent thinker, the man who enjoys contemporary styling, who is fashionable and appreciates refined luxuries.

This year we celebrate him.

The new campaign showcases today's modern man. It features a day in the life of the men who wear EVATIK, honoring their diversity, individual style, their habits and hobbies and the pride they take in their appearance. This campaign is a celebration of men in their everyday lives.

Join us, as we mark "A Decade of EVATIK" at Vision Expo East in New York City, from March 21-24, 2019. To show our appreciation to our accounts and customers, we are providing them with an ultimate grooming experience at our booth. Stop by to receive complimentary shaves, touch ups & a steam for a classic detailing for the modern gentleman. Visit us at booth #2637.

EVATIK Spring 2019 Collection

With equal focus on fit, function and aesthetics, EVATIK eyewear for men strikes the perfect balance between comfort and luxury. Minimalistic and architectural designs are elevated by the finest materials such as handmade acetate, high grade stainless steel, and Japanese titanium. Deep, rich, masculine colors and custom design elements define the collection, creating a polished and refined look for today's modern man.

Semi-rimless style E-9184 features a laser etched cross hatch pattern along the brow bar and continues along the temples. Finished by two-tone coloring that accentuates the pattern. A step down design at the temples completes the look and creates a spring hinge effect for added comfort. This style comes in combinations of grey silver, camel black and olive black.

Monoblock front with a square shape is style E-9185. It stands out with precise laser cutting linear design along the top rim edge and on the temples. Highlighted with a pop of contrasting colors, this style is offered in brown camel, black red and charcoal grey.

Featuring a square eye shape, style E-9186 exposes a cut down on the front of the frame at the double bridge as well as along the end piece, for a clean, minimalistic design. This frame is available in grey gun, black grey and grey.

Style E-9187 showcases a unique wood patterned acetate with a high shine finish. The bridge is cut down with a matte finish to create a subtle contrast. Available colors options for this style are oak black, navy and grey.

This titanium style completes the EVATIK collection for Spring 2019. With a retro inspired look, style E-9189 features an angular eyeshape and a double bridge design. Ultra-thin and lightweight, this style comes in black light gun, gun and black.

