

## DESIGN



The Rebecca Minkoff Eyewear collection is a design collaboration with Shane Baum. Shane Baum, President of Baumvision, is a fellow CFDA Member and his design portfolio includes work for both Louis Vuitton and Marc Jacobs.

01

## CUTTING



Rebecca Minkoff and Shane Baum created over 12 combinations of custom made plastics that are unique to the collection. These combinations are applied to a flat piece of zyl [acetate] that is manufactured in Northern Italy. During the cutting process a computer controlled router cuts the acetate directly from an AutoCAD® drawing.

02

## MILLING & ASSEMBLY



Highly trained technicians assemble all the individual components of the frames. This includes "glazing" [putting in] the lenses and attaching the temples with screws. Because screws are made to loosen, the technicians add a drop of Loctite® to ensure that the screws stay nice and secure. After the components are assembled, the technician "forms" the frame to a pre-determined template. The frame is then checked by the most senior technician using a micrometer at tolerances to one-hundredth of an inch.

03

## FINISHING



Our eyewear is polished by a procedure which involves the frames tumbling in a barrel of wood chips and small stones [pretty old school]. The frames turn like butter for about 12 hours. In some instances, the design is so intricate that our technicians can only polish the frames by hand for longer lasting luster. This is done by holding the frame on a polishing wheel, similar to the way jewelry is polished. It's super time consuming, but produces a smooth, polished look.

04

## Characteristics of Handmade Eyewear

### MATERIALS

**LENSES:** CR-39 is transparent in the visible spectrum and almost completely opaque in the ultraviolet range, it has high abrasion resistance, and is an advantageous material for rx and sunglass lenses. SOLA® CR-39 lens is an exclusive combination of treatments offering the finest eye protection and visual comfort. SOLA® CR-39 lenses, manufactured in France, are 99.9% distortion free, have a scratch resistant coating and are 100% UVA and UVB coated. CR-39 is also resistant to most chemicals, gamma radiation, aging, and material fatigue. It can be used continuously in temperatures up to 100 °C and up to one hour in 130 °C. [If you can make it that long!]

**ZYL:** Rebecca Minkoff's eyewear is produced from Italian Mazzucchelli Zyl, which is short for zylonite, the trademark name for cellulose acetate. Zyl is a raw material which has become the base for high fashion and durable optometrics. Zyl is a top quality plastic that originates from natural cotton and wood pulp. Its ability to maintain color brightness derives from it's long-lasting material which, during manufacturing, is embedded rather than sprayed, preventing any color peeling. The unique aging stabilizers prevent yellowing, fading, or discoloring from UV light or skin contact.

**COMPONENTS:** All components are imported from a company by the name of Comotech,® based in Germany. The hinges and core wire are stainless steel and our metal frames are made from surgical grade nickel-silver, a high quality metal which is 100% corrosion resistant [it won't turn you green behind the ears... yuck!] and prized for it's adaptability and durability.

### ATTRIBUTES

**HYPO-ALLERGENIC:** Our frames are more suitable for sensitive skin than any nylon frame [injected frame]. Some people have an allergic reaction to certain metals, especially nickel and certain plastics, which are common components used to make eyewear. Rebecca Minkoff's hypo-allergenic frames do not contain such materials.

**COTTON-BASED:** Believe it or not, Rebecca Minkoff frames stem from the natural fiber, cotton. Contrary to injected frames, which originate from petroleum, our eyewear contains stabilizers and plasticizers to retain their pliability.

**RX-ABLE:** All Rebecca Minkoff eyewear can be "rx-ed," meaning opticians can insert prescription lenses in all of our frames. Nylon frames, on the other hand, do not have the capability of being rx-ed, which is why you will not find injected brands in reputable optical retailers.

**"THE PERFECT FIT":** Handmade eyewear is always preferred by opticians. They can be heated and molded to perfectly fit any face. The combination of zyl material and core wire insertions, inside the temples, allow our frames to be adjusted to fit all face shapes. Did you know that 90% of all human beings have one ear that is slightly lower [or higher] than the other? Opticians are trained to adjust for this and provide "the perfect fit."