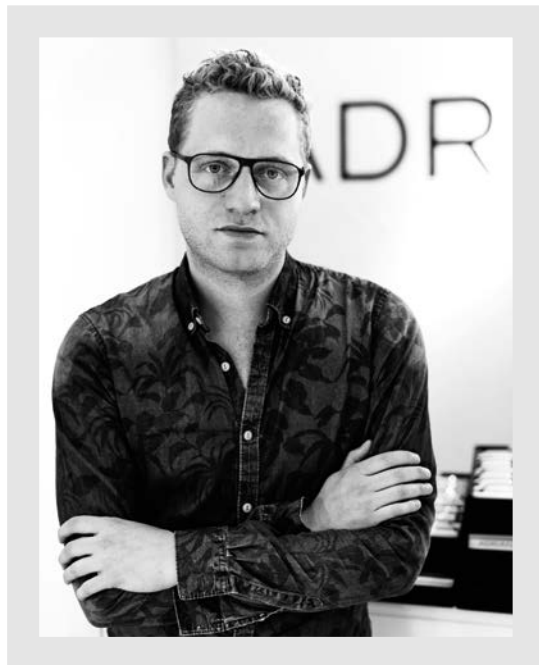


Creative reflections from young German designer

WITH A TIMELY RELEASE, AND EYEWEAR HISTORY AND PASSION, ADRIAN MARWITZ DISCUSSES THE NEW HIGHLIGHTS IN HIS LOVING STRANGERS COLLECTION, SHOWING AT OPTI MUNICH THIS MONTH - AND SHARES HIS INSPIRATION AND PERSPECTIVES.

by Joan Grady



Adrian Marwitz
Eyewear Designer (Photo by Gilles Stüssi)

EYEWEAR IS IN YOUR FAMILY'S DNA - HOW AND WHEN DID YOU DECIDE TO FOLLOW THIS TRADITION?

Adrian Marwitz: I like eyewear not only because of my family's history. I love the tension between fashion accessory and medical aid, which you always have to take into account when designing a new frame. When I was 12, I designed my first frame for my father's company - unfortunately he didn't like it!

It was always important for me to express my creativity - either in music or new frame designs. In order to do this, you need more space for creativity - that's the point I got to when I decided that I needed my own company. My first design, the Stranger No. 1 from the Urban Strangers Collection, saw a successful launch into the market, and is still in demand.

YOU HAVE MENTIONED THAT YOUR FAVOURITE EYEWEAR MATERIAL IS TITANIUM - IS THERE A REASON FOR THIS?

AM: The first contact I had with titanium was twelve years ago, during my apprenticeship. It was love at first sight. The material is very light, yet stable. This gives you a wide range of design possibilities.

When I started my company three years ago, most opticians sold acetate frames. Now the trend is changing; more metal frames are available. Opticians and consumers have started to see the pros of metal, especially titanium.



The Loving Strangers Collection

the romantic wish to live in an unrealistic parallel universe - where every stranger loves one another. Unfortunately this will always be an "unrealistic parallel universe" dream. But we all need dreams - that's the thinking behind Loving Strangers. My best inspiration comes from being outside, taking part in sports activities or listening to superman or batman music from Hans Zimmer - that only works when you put the volume right up!

WHAT DO YOU FIND IS THE MOST INTERESTING ASPECT OF CREATING EYEWEAR - AND THE MOST COMPLEX?

AM: The interesting thing is to be creative with a very small, yet simple product. You always have two temples and one front to work with - in this fixed spectrum it is not too easy to find your own design signature that can always be recognised. That always makes designing frames really fascinating.

DO YOU HAVE A PARTICULAR CUSTOMER PROFILE IN MIND WHEN YOU ARE DESIGNING?

AM: No. They should just fit with our idea of the 'Loving Strangers' - that's all.



Lover No. 4 and No. 10 from the Loving Strangers Collection

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YOUR DESIGNS SELL INTERNATIONALLY - WHAT DO OPTICIANS ABROAD LOOK FOR IN A GERMAN BRAND?

AM: It is a matter of quality and design. Our frames are designed with passion, and handmade in Germany. I think the opticians and end-consumers feel the difference.

IN THE THREE YEARS THAT YOU HAVE BEEN CREATING FRAMES, WHAT HAS BEEN YOUR MOST IMPORTANT DISCOVERY?

AM: That love and health are the most important things in life. Frames are just frames. However, I put all my energy and creativity into these frames. There are exciting frames and ugly frames; big frames and small ones; and then there are unbelievably beautiful frames, which is precisely how I wish my eyewear to be perceived by the wearer.

DO YOU HAVE ANY SPECIFIC INSPIRATIONS WHEN CREATING THE COLLECTIONS - SUCH AS LOVING STRANGERS - THE THEME FOR YOUR LATEST DESIGNS?

AM: The inspiration for the new collection is based on the recent political and social situation. In times like these - we get