

German eyewear brands you should know in 2016

Adrian Marwitz



Adrian Marwitz was destined to design eyewear. His grandfather owned the famous Marwitz eyewear company in the 1970s and his father owns a mid-range eyewear in Germany. The family connections meant that Adrian Marwitz was interested in eyewear design at a very early age and began training to be an optician as soon as he was old enough.

Experimentation with frame design came shortly after but it was in 2013 that he created the self-titled brand. Marwitz knew that he wanted to create something high end, in homage to his grandfather and different from his father. He says the brand stands for uncompromising quality, distinctive design and a clear statement that glasses are a fashion accessory.

The brand's eyewear, which is made in Germany, is made from titanium thanks to the metal's lightweight properties. As Marwitz points out, titanium is notoriously difficult to coat, but he is proud what the company has managed to achieve with its technology partners in Germany. The frames have a deliberately rough surface and a minimalist aesthetic, and bespoke colours can be produced for a small premium.