

TAVAT RELEASE

Cavaso del Tomba, Italy, February 2015

“SoupCan”

*An Innovative Design with New Construction
Completely Original & Surprisingly Wearable*



TAVAT announces today the release of a new collection, “SoupCan”, which will be showcased for the first time at the upcoming International Eyewear Tradeshow: MIDO scheduled to take place from the 28th of February through the 2nd of March.

TAVAT’s designer, Norman Schureman, came up with the “Soup Can” idea whilst working on the first Airman Collection.

While Norm was visiting a friend in Arizona, who constructs and races planes, he noticed an old poster on a hangar wall, advertising a group of crop sprayers, back in the ‘30s, who got together on weekends to give airshows, calling themselves “The Flying Burritos”. Seeing their crude goggles, Norm imagined that they were cut out of soup cans and immediately came up with the idea, which after a great deal of study resulted, not only in a completely new way of making frames, but also a surprisingly original collection meeting the current trends of weight and rounded eyes.

“We wish Norm could be here to see his design come to fruition, he was so enthusiastic about this idea, not just as an original design concept, but also as a theme for a long term design direction which we at TAVAT have every intention of fulfilling in the coming years.” – TAVAT’s Founder, I. Jeremy Baines.

In an era where it’s truly difficult to invent anything new in eyewear, TAVAT is launching the first 4 models: SoupCan - Round and Panto finished in metal, and also in a combination version with acetate eye-rims. Each style is made with great attention to detail by Italian Craftsmen, in Northern Italy.

All TAVAT’s sunglasses are glazed with Melanin Lenses but can be sold as Rx only or Sunglasses depending on the request.

Key Features:

Handmade in Italy:

Forget the traditional methods of manufacturing: TAVAT completely bypassed all of those norms and standards and sought out the true eyewear artisans to bring something revolutionary. Each frame is manufactured almost entirely by “coining” Alpacca and “dying” components, then completely assembled and finished by hand.

Melanin Sunglass Lenses:

Eliminates up-to 98% of the violet-blue light and the associated scattered light, responsible of the haze effect

Unique Details Found Throughout:

- “Sandwich” Frame Construction
- Ultra Scratched Surface Hand-Finished
- Rimlock Closing with Watch Crown Mechanism
- Hypoallergenic and Comfortable Nosepads

- enhanced contrast
- sharp vision of details
- protection of retina's health

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“Few have the humility to look to the past and study what has already been done, but there isn’t modernity without knowledge and creativity without tradition.” This is the true spirit of TAVAT, a company that joins performance and design with great respect for tradition. Eyewear crafted by artisans while incorporating modern materials and timeless design.

Our creative heart is set in the hills of Pasadena, CA. while our skilled optical craftsmen create in the foothills of the Dolomites in Northern Italy.

TAVAT proudly provides technological design to many countries around the world: the integrity of the brand is safeguarded by carefully selected distributors who present TAVAT products to their markets with local expertise.

For more information visit www.tavat-eyewear.com