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FACE A FACE - Synaesthesia: the soul of the createur

French FACE A FACE have launched their new brand campaign in which they explore the phenomenon of Synaesthesia. This creates an alluring and surprising setting for the new collection of sophisticated and delicate concepts, each unique like fine sculptures.

Paris, France - For more than 20 years, FACE A FACE has created beautiful eyewear discovering new territories of volumes, shapes, materials and textures. Adding a unique colour range to each design has become a true trademark of the brand.

This season the design team based in Paris has not only looked at the world of fine art to find inspiration, but they have also explored the phenomenon 'Synaesthesia' – the ability to mix senses and literally taste shapes or hear a colour.

“Many famous artists are gifted with synaesthesia and have the ability to see and sense colour and form in a way that is surreal to others,” explains Pascal Jaulent, Head of Design at FACE A FACE, and elaborates “We have found it very intriguing and fascinating to explore the many dimensions of this ability.”

The design team has worked boldly in creating eyewear with contrasts of colour and materials, that are like unique pieces of art – not leaving a single detail up for chance. And the result is alluring: a new surprising collection by FACE A FACE filled with magical colours and elaborate shapes.

“It truly requires passion and a sense of ‘synaesthesia’ to have this amount of *accuratesse* in choice of colours and shapes,” says Pascal Jaulent.

Explore the entire collection on faceaface-paris.com.

BOCCA MANIA 1+2

Material: Acetate

2 shapes in 6 colours each

BOCCA MANIA1 col.009

This audacious BOCCA frame by FACE A FACE radiates passion and sex-appeal. Inspired by surrealism, BOCCA MANIA has thin golden temples that look exclusive and contrast the generously sculpted front. At the tip of the temple you will find the infamous BOCCA shoe. Explore the amazing new butterfly shapes, slightly pointed and with a fine colourful indentation echoing the lips of the BOCCA mouth.

BOCCA MANIA2 col.4067

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