

theo by

JAMES

## Reinventing acetate frames!

theo invented an ingenious metal-folding system so that the frame doesn't have to come between the lens and the wearer's nose. Sound familiar? Of course, our models James 5 through James 11 in metal were a huge success for just this reason. But now we've taken it a step further. We've used the same system in 5 acetate models! The contrast between the heavy contour and the lightness of the nose section gives a striking, innovative look.

**It was a simple trick;** from a thin sheet of metal, the shape of the frames and the nosepiece were cut all at once. The nosepiece was then folded back, doing away with the need for mounted nosepieces with attached pads. What's left, in other words, is an integrated nosepiece onto which pads can be attached directly. theo is now introducing the **next version** of these models, in acetate. The concept and even the models (with the exception of James 17) has been kept the same. But since we're using acetate, we had to take a whole different approach. Thanks to the ingenious metal-folding system, theo was able to create an open front which still holds the glass in place. The metal nosepiece has been sunken into the acetate. This means that once again, there's no frame between the nose and the lenses.

### Perfect fit

These glasses are made entirely of acetate, with the exception of the nosepiece, so they can be worn with sublime comfort. Although the frames appear to be heavy, they feel light as a feather. It's the best of both worlds.



James 15 - James 5

## Colour palette

The 5 models are available in 8 colours. The acetate is either glossy, or half glossy-half matte. From black to red, purple stripes to fluo-orange, there are choices aplenty in this fresh, original collection.



### Who is James?

James Van Vossel started his own label 'James' in 2006, and in 2009, together with Tom De Vrieze, he launched 'Fox & Freeze'. This 37-year-old designer has consistently shown himself to be a true jack of all trades. In addition to eyewear for theo, he has designed everything from a whirling outdoor shower, to a rotating sofa bed, a bookbag chair, a floor lamp (DARK) and a modular couch (DRISAG). His FF1 chair (Fox & Freeze) was purchased by both the National Gallery of Victoria in Melbourne and the Design Museum in Ghent. His designs are noted for original forms and clever functionality with a gimmick. The design is never for its own sake, but adds value to the product. What's more, he loves the challenge of experimenting with all kinds of materials. For the past several years, James has been sharing his wealth of knowledge as a professor of Interior & Design at the Thomas More Hogeschool Mechelen (BE).



Brand: **theo**

Collection: **theo**

Series: **theo by James**

Models: **James 15, James 16, James 17, James 18, James 19**

Design: **James Van Vossel & theo**

Material: **stainless steel**

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