

A pair of dark sunglasses with a decorative chain attached to the temple. The chain features a series of interlocking rings, some with a diamond. The temple has a winged logo. The background is a light, textured surface.

NIKE

Quando il Gioiello incontra l'occhiale

When the glasses turn into Jewelry





Nike e La mitologia

Questa nuova collezione, con il modello Nike, avvicina per la prima volta il Royal Eyewear al pubblico maschile. Infatti, anche se unisex, è stato realizzato pensando al gusto e alle esigenze dell'uomo. E' disponibile in 7 diverse colorazioni, ciascuna in serie limitata di 99 esemplari. I pregiati inserti ceramici, finemente lavorati a mano, impreziosiscono con eleganza e discrezione i riporti in oro e si incastonano perfettamente nelle parti in acetato dell'occhiale.

Nike, la vittoria trionfante, è compagna inseparabile di Atena ed è rappresentata come un divinità alata, capace di muoversi velocemente. E' la personificazione della Vittoria sia nelle guerre che nelle gare atletiche o semplicemente nelle competizioni di vario genere.

Così come la dea accompagnava i successi dei grandi uomini della storia, questo straordinario occhiale gioiello, a lei ispirato, accompagnerà i successi dei grandi uomini dei nostri giorni.

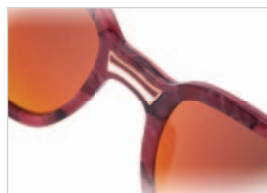
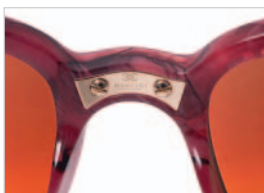
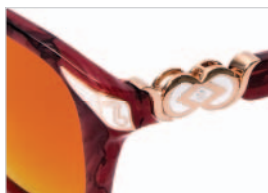
Nike and The Mythology

This new collection brings the "Royal Eyewear" closer to the male audience for the first time. Even though the "Nike" series is to be considered unisex, it has been created giving priority to the taste and the needs of the nowadays Gentleman. In order to mark the exclusivity deserved, these sunglasses come in 7 different shades, each proposed in a limited edition of 99 pieces. The extra finely hand crafted ceramic inserts, elegantly and discreetly embellish the gold trim and fits perfectly in the parts of cellulose acetate.

Nike, the triumphant victory and inseparable companion of Athena, is represented as a winged Goddess, capable of moving fast. She is the personification of Victory, not exclusively the one in the war, but also in athletic competitions or simply in the daily life challenges.

Just as the Goddess accompanied the victories of the greatest people in our history, this extraordinary Eyewear Jewel, inspired by Her, will accompany the milestone accomplishments of the most distinguished men and women of Our time.





• Mod. Nike - Cod. 2008-Lessinia

- Rose gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Diver or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.





* Mod. Nike - Cod. 2008-Onice

- Yellow gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Diver or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.





* Mod. Nike - Cod. 2008-Bufalo

- White gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Dibel or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.





* Mod. Nike - Cod. 2008-Alabastro

- Yellow gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Diver or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.



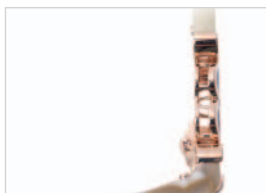
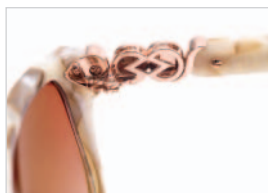


* Mod. Nike - Cod. 2008-Arco Iris

- Rose gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Divil or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.





* Mod. Nike - Cod. 2008-Avorio

- Rose gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Diver or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.





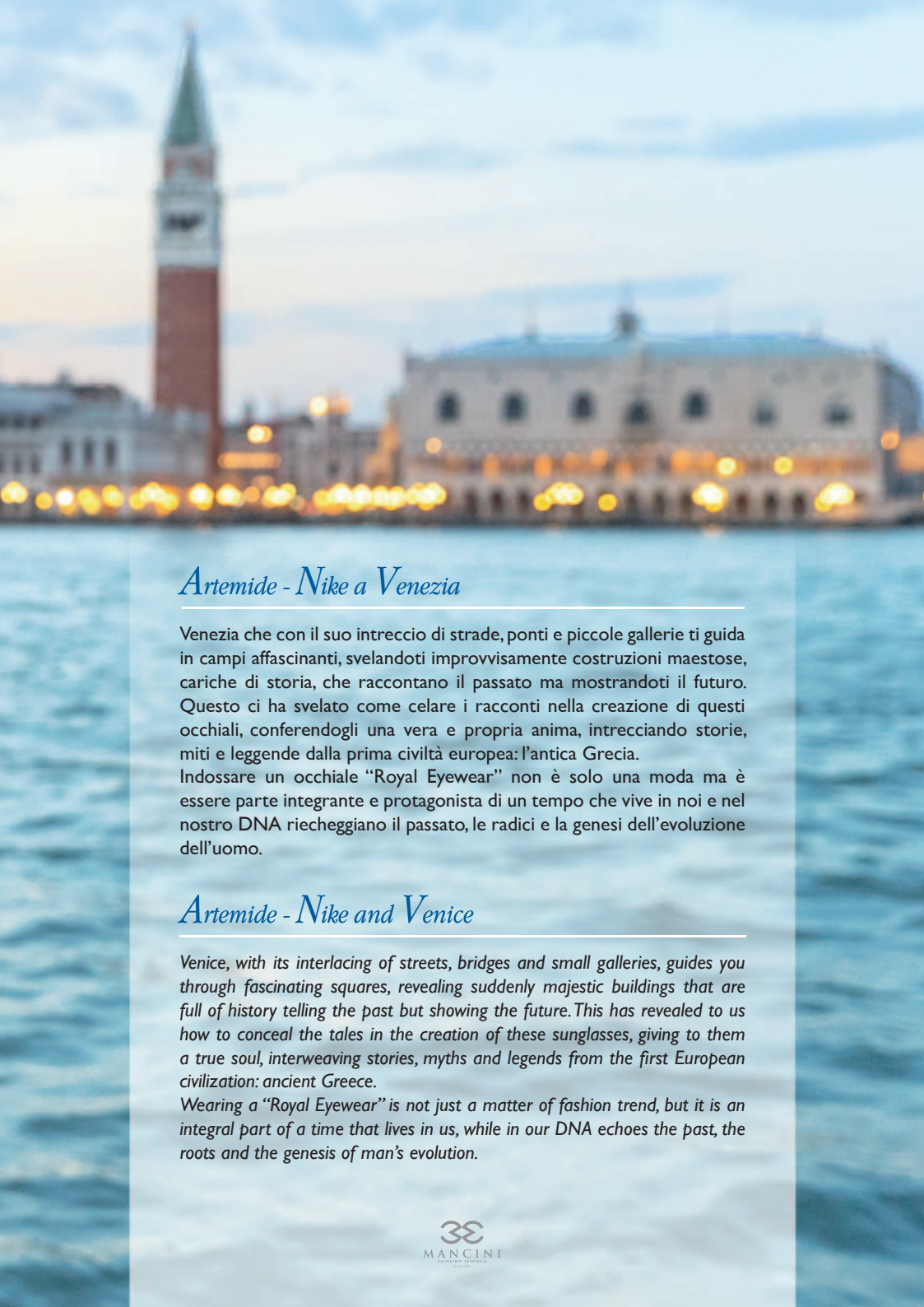
* Mod. Nike - Cod. 2008-Lapis

- White gold (18Kt): 30 gr. • Collection Diamonds: 0,07 ct
- Lenses: Dibel or Zeiss (certified)
- Ceramic • Cellulose Acetate
- Limited Edition: 99 pieces

* Colors, acetates and lenses may vary without notice. The weight of diamonds and gold are indicative and may vary.







Artemide - Nike a Venezia

Venezia che con il suo intreccio di strade, ponti e piccole gallerie ti guida in campi affascinanti, svelandoti improvvisamente costruzioni maestose, cariche di storia, che raccontano il passato ma mostrandoti il futuro. Questo ci ha svelato come celare i racconti nella creazione di questi occhiali, conferendogli una vera e propria anima, intrecciando storie, miti e leggende dalla prima civiltà europea: l'antica Grecia.

Indossare un occhiale “Royal Eyewear” non è solo una moda ma è essere parte integrante e protagonista di un tempo che vive in noi e nel nostro DNA riecheggiano il passato, le radici e la genesi dell'evoluzione dell'uomo.

Artemide - Nike and Venice

Venice, with its interlacing of streets, bridges and small galleries, guides you through fascinating squares, revealing suddenly majestic buildings that are full of history telling the past but showing the future. This has revealed to us how to conceal the tales in the creation of these sunglasses, giving to them a true soul, interweaving stories, myths and legends from the first European civilization: ancient Greece.

Wearing a “Royal Eyewear” is not just a matter of fashion trend, but it is an integral part of a time that lives in us, while in our DNA echoes the past, the roots and the genesis of man's evolution.