

francis pike

Problems

The problem we aimed to solve is the fragility of glasses and the difficulty in repairing them once they break. We made it working on, and enhancing, the three elements of eyewear: **HINGES, FRAME & LENSES.**

Solutions

HINGES

A patented magnetic hinge which prevents damage if exerted excessive pressure

FRAME

Made with extra durable and flexible materials

LENSES

High-quality and unbreakable

The result is a long-lasting pair of glasses, which is almost impossible to break.

Anyway, should they be damaged, our glasses are also very easy to repair thanks to their modularity. Arms, front, lenses and magnets are all parts that can be easily replaced by the customer.

Products

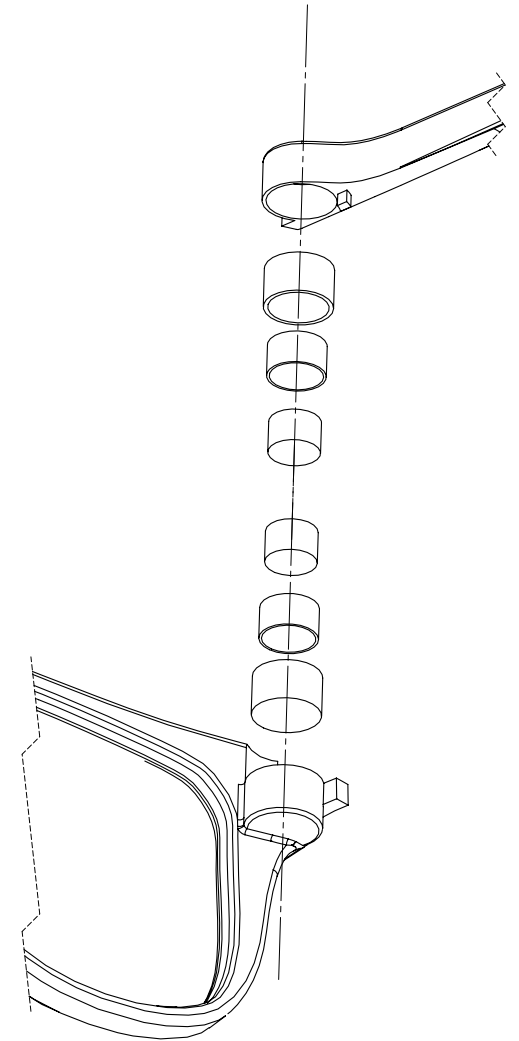
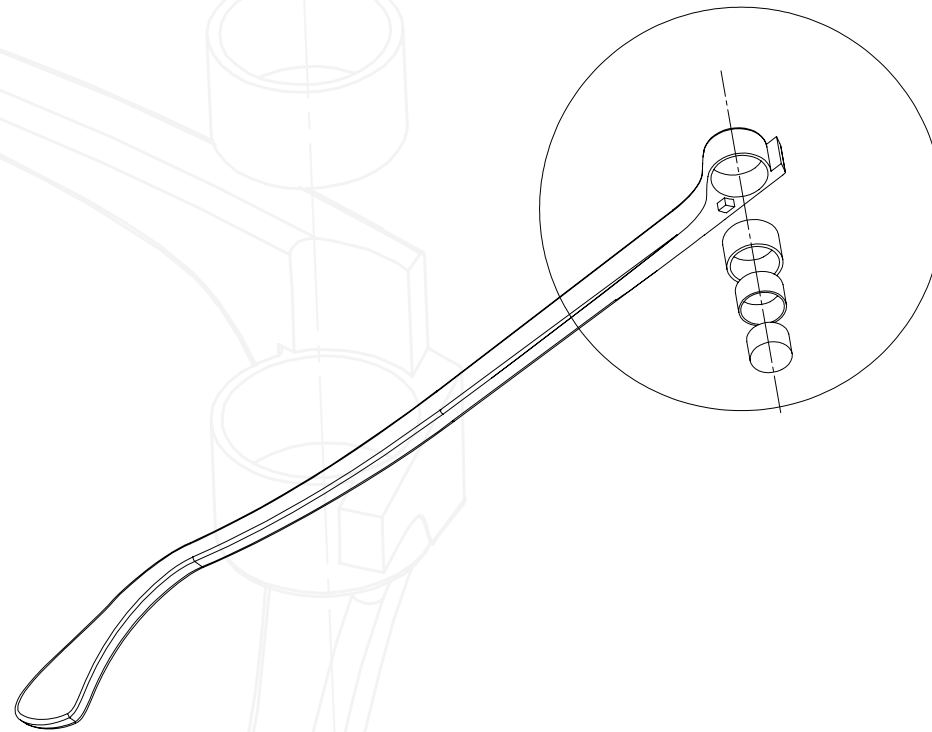
Designed to be shockproof, the hinges were the focus of a year-long development process. Multiple tests, 3D printing, a touch of gumption and a lot of perseverance. **Today our groundbreaking hinge is light, steady and long-lasting.**





Hinges

A **special patented system** allows the temple bars to be stable in everyday use and detach when put under extreme stress situations, without damaging or compromising the frame. In this case the reassembly is simple and immediate. Two stops grant stability and comfort to the frame and temple bars, while four shielded magnets prevent any magnetic fields from interfering with the frame.

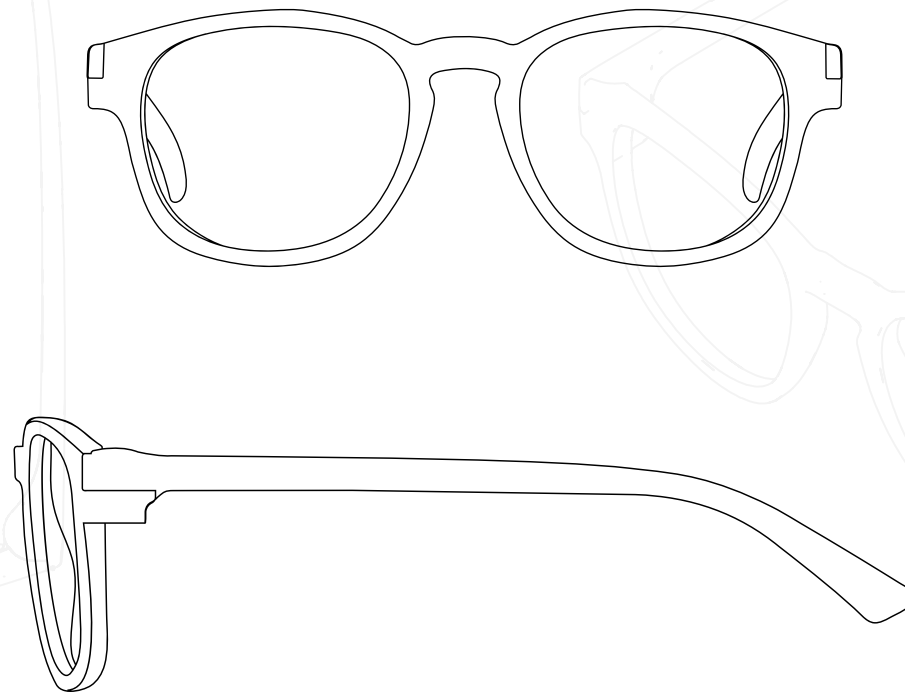




Frame

Utilizing a Swiss-made amorphous polyamide, the frame is composed of 58% renewable resources and produced using castor plants and bio-mass energy.

The technical characteristics of this material make it perfect for glasses and sunglasses with its fatigue strength, excellent toughness, low density, outstanding resistance to weather, chemicals and solvents. A sustainable ultra-durable product with comfort, lightness and high performance, entirely designed and built in Italy.





Lenses_{/01}

This way you can enjoy your sunglasses with a carefree attitude, even when playing sports or hiking.

Our lenses are made of an ultra-light transparent polyamide. The material offers great shock resistance and, because of its pureness and clarity, a very high optical quality (ABBE 52), which increases definition and reduces eyesight tiredness, all while **filtering the entire range of UV rays for a complete UV400 protection from the sun.** On top of that, the lightness of the material prevents the sunglasses from sliding down the bridge of your nose.

In order to further improve the durability and lifespan, the lenses undergo three specific treatments: **scratch-resistance, oleophobic and hydrophobic coatings.**

1. The scratch-resistant technology prevents scuffs if the sunglasses are not stored properly or dropped by chance.
2. The oil-repellant treatment prevents collecting fingerprints and makes the lenses easier to clean.
3. The hydrophobic coating repels water droplets and makes the lenses anti-static, keeping dirt particles and dust away.

Lenses /02



ANTI-SCRATCH LENSES

A protective layer against scratches that commonly arise on regular lenses, providing durable performance over time.



HYDROPHOBIC LENSES

Water, sweat, dirt and dust slide off the lenses surface easily, ensuring clear vision and protecting your eyes.



OLEOPHOBIC LENSES

It keeps smudge, fingerprints and grease away from your lenses and makes them extremely easy to clean.



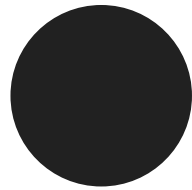
POLARIZED LENSES

Increased contrast and glare reduction from shiny surfaces, like water, snow and glass.

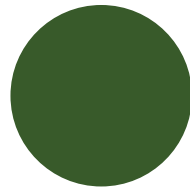


Modular Design

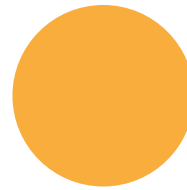
The modular design of the frame allows you to personalize and put together different parts of the sunglasses based on your daily mood or outfit. **Owning 2 different pairs of Francis Pike means having 8 different combinations of colors available, with 3 pairs, 27 combinations!**



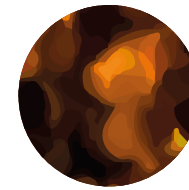
Black Matte



Green Matte



Yellow Matte



Havana Glossy

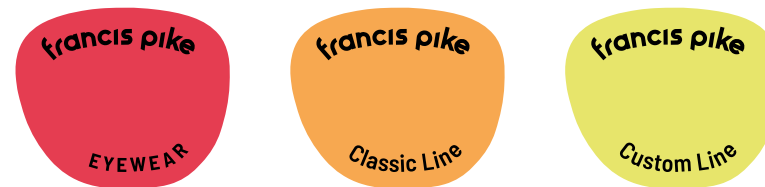


Eco-Friendly_{/01}

Our sunglasses' frame is made by a green polymer (about 60% castor oil), so a material which respects the environment and is recyclable.

This green material makes our sunglasses as flexible and durable as none of competitors, reducing the possibility of breaking the frame. **Combined with our magnetic hinge the glasses turned out to be practically indestructible for the most challenging situations of everyday life.**

Of course, a product lasting over time without the need to be replaced is a huge benefit for the environment, in terms of material waste, energy production and factory waste. Buying eyewear that potentially lasts forever, instead of a normal pair of glasses, is the smartest environmental choice that can be made.

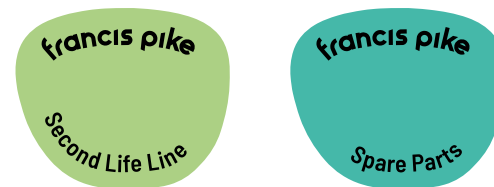


Eco-Friendly_{/02}

However, we were conscious that eyewear is a world strongly linked to fashion and consumerism.

People get bored of accessories very fast, so proposing a pair of sunglasses lasting over styles was challenging. That is why we decided to give a second life to Francis Pike eyewear, creating an internal second-hand market for our glasses. **Customers are allowed to send their used Francis Pikes back to us in exchange for a discount on a new purchase.** Plus, the "returned" pair being easily renewed (thanks to the modularity of the product), is put back on sale in the "pre-loved" section of our website – with the exception of defective parts that will be recycled though.

In this way, the impact on the environment (waste of energy and materials for producing a new product as well as scraps waste) is further reduced.



Advantages

**Fashionable as luxury brands,
durable as sports brands,
affordable as low-priced brands.**

	Cheap Brands	Luxury Brands	Sport Brands	Francis Pike
DURABLE			■	■
AFFORDABLE	■			■
FASHION	■	■		■
TOP QUALITY LENSES		■	■	■
ECO-FRIENDLY		■		■
CRUSH RESISTANT				■

Lines

Classic Line

Hinges: **Black** / Frame: **Black** / Lenses: **Black**



Hinges: **Yellow** / Frame: **Yellow** / Lenses: **Brown**



Hinges: **Green** / Frame: **Green** / Lenses: **Green**



Hinges: **Havana** / Frame: **Havana** / Lenses: **Brown**



Polarized Line

Hinges: **Black** / Frame: **Black** / Lenses: **Polarized**



Hinges: **Yellow** / Frame: **Yellow** / Lenses: **Polarized**



Hinges: **Green** / Frame: **Green** / Lenses: **Polarized**



Hinges: **Havana** / Frame: **Havana** / Lenses: **Polarized**





Think about the
environment
before printing