

CAZAL



BRANDBOOK
2022

FOR INTERNAL USE ONLY

**A CAZAL MUST BE
RECOGNIZABLE FROM
THE OTHER SIDE
OF THE STREET**
CARI ZALLONI





HERITAGE

INDIVIDUALITY AND STRONG CHARACTER ARE DEEPLY ROOTED IN OUR HERITAGE.

DESIGN

CAZAL DESIGN SEEK THE GREATEST MEASURES OF UNIQUENESS.

LUXURY

LUXURY IS A MATTER OF ATTITUDE.

QUALITY

FOR US, QUALITY IS NOT NEGOTIABLE.

THIS IS CAZAL

HERITAGE

NEW YORK, NEW YORK. THIS IS WHERE THE URBAN CAZAL BOOM BEGAN

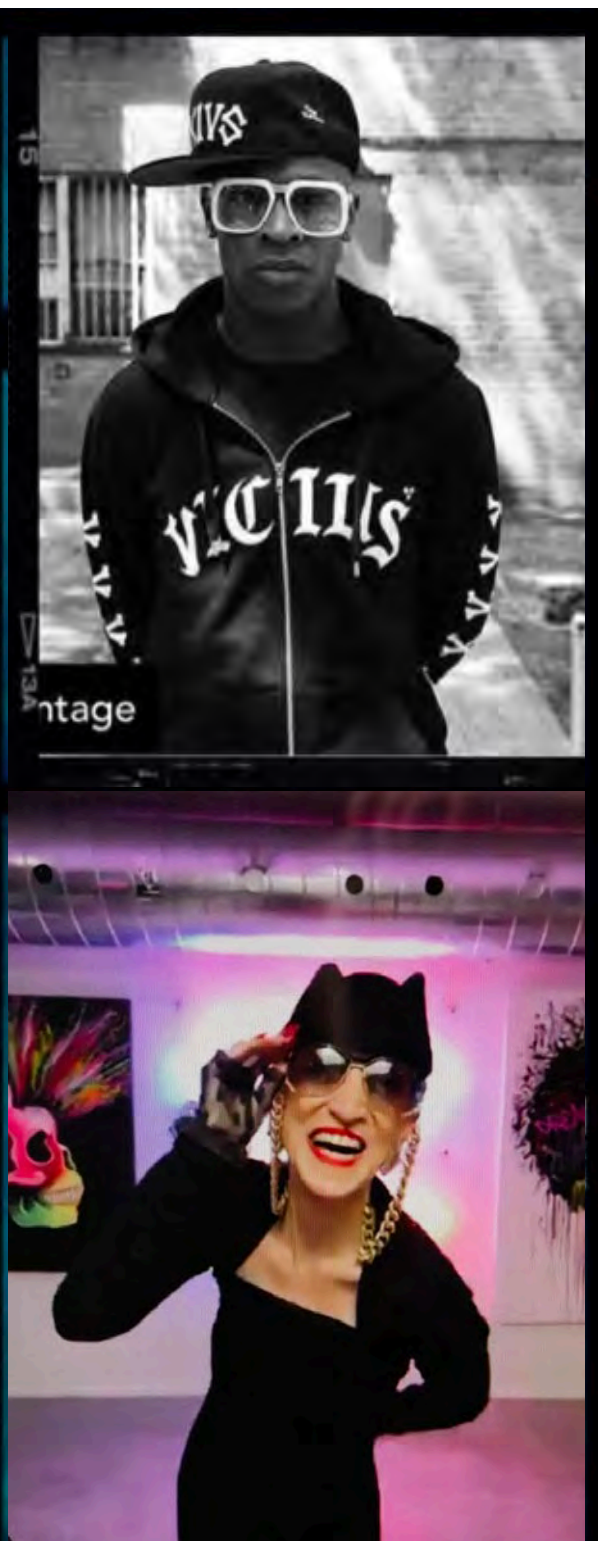
In the 80s, a brand gained popularity in the emerging Hip Hop scene of South Bronx. So much so, that the New York Times dedicated an article to the “CAZAL craze”, as they called it. The brand's popularity has remained unchanged ever since, accompanying pop culture as a constant – around the world and across many scenes.

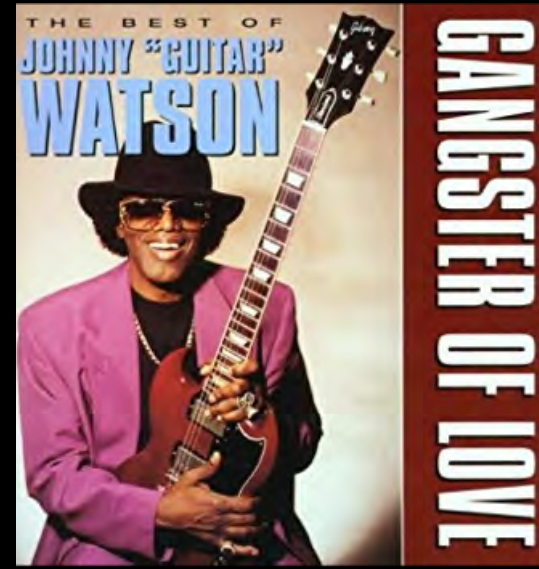
CAZAL

THE CAZAL STATE OF MIND

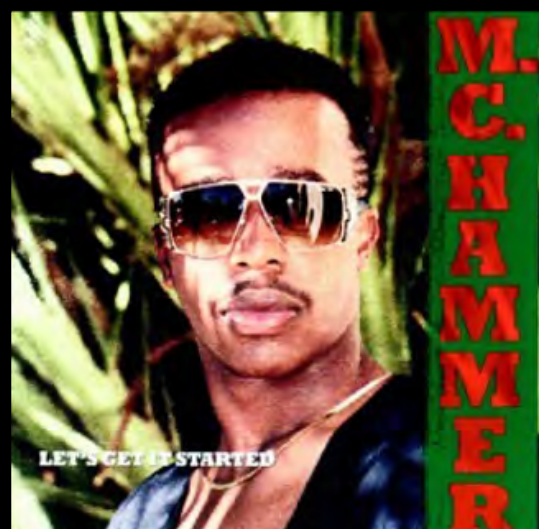
CAZAL has been making strong statements since the first model was sold. So, it's no surprise that no other brand has such an independent and loyal tapestry of fans on social media as #CAZAL – from the CAZAL Phanatics to countless tags and mentions on accounts of all sizes, CAZAL accompanies the online world in its rapid transformation.

The pop culture scene from music to film to sports is also always on the move, driven by bold, creative people who thrive on change. The lasting popularity among creative minds is easy to explain: The brand serves a need for individuality and extroversion, which will always have a high priority.





CAZAL DOESN'T BUY THEM -



Run DMC, Rick Ross, Puff Daddy, Will.I.Am, Maître Gims, Beyoncé, Lady Gaga, Rihanna, Jennifer Lopez, Vanilla Ice, Usher – the list of icons of the music industry wearing CAZAL is constantly expanding, as artists around the world express their style, communicate their messages, and intensify the impact of their music with CAZAL glasses. From record covers and music videos to shows and their personal lives, no other brand is as prominent in the world of music as CAZAL.

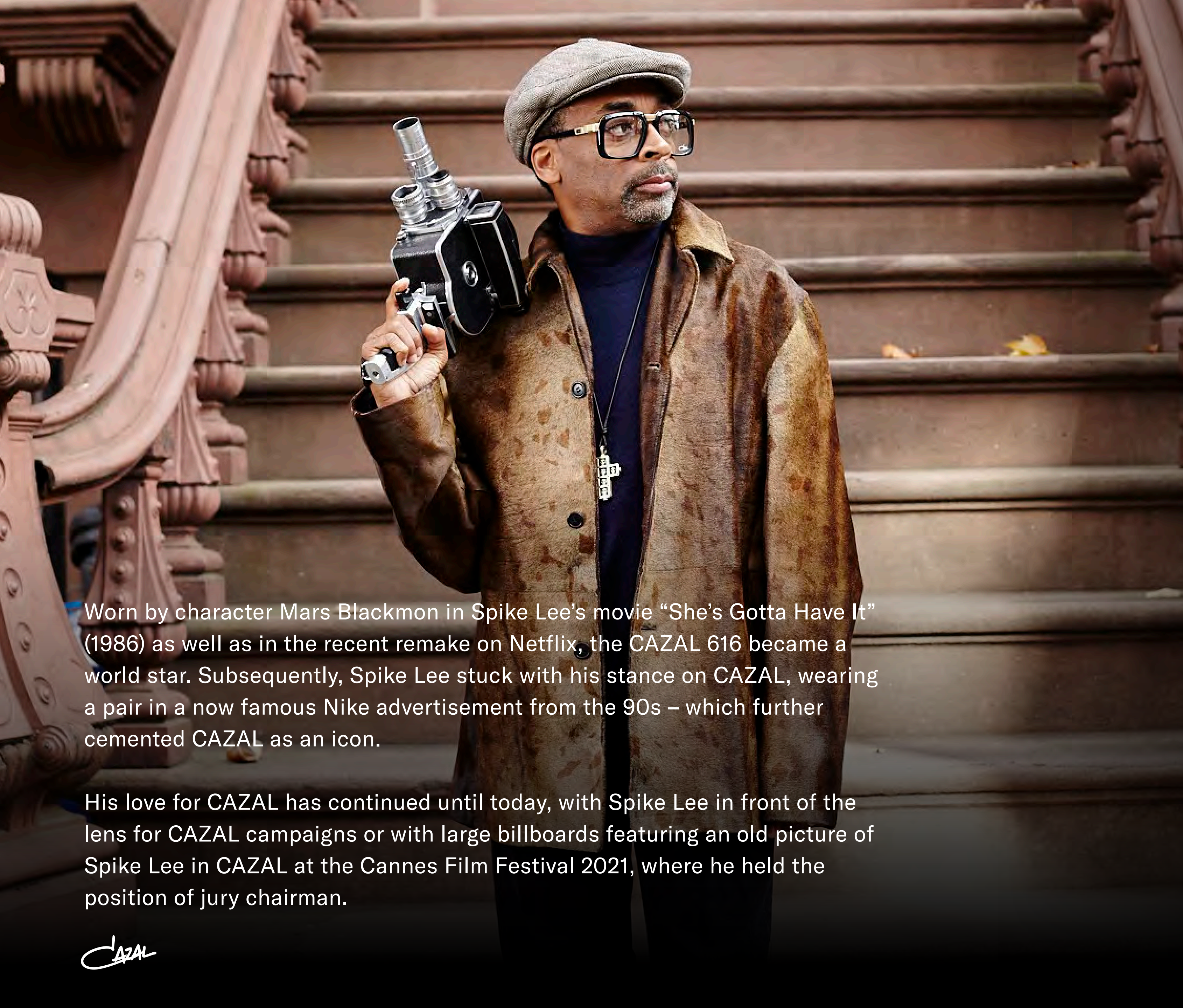
THEY BUY CAZAL

CAZALON



Thanks to their unique style and expressiveness, CAZAL glasses have become an indispensable tool in the movie industry: They shape characters, define roles, set intentions, and allow actors to fully merge with their persona. Across genres, CAZAL has accompanied outstanding actors like Al Pacino, Ben Kingsley, Brad Pitt and many more.

THE BIG SCREEN



Worn by character Mars Blackmon in Spike Lee's movie "She's Gotta Have It" (1986) as well as in the recent remake on Netflix, the CAZAL 616 became a world star. Subsequently, Spike Lee stuck with his stance on CAZAL, wearing a pair in a now famous Nike advertisement from the 90s – which further cemented CAZAL as an icon.

His love for CAZAL has continued until today, with Spike Lee in front of the lens for CAZAL campaigns or with large billboards featuring an old picture of Spike Lee in CAZAL at the Cannes Film Festival 2021, where he held the position of jury chairman.



SPIKE LEE

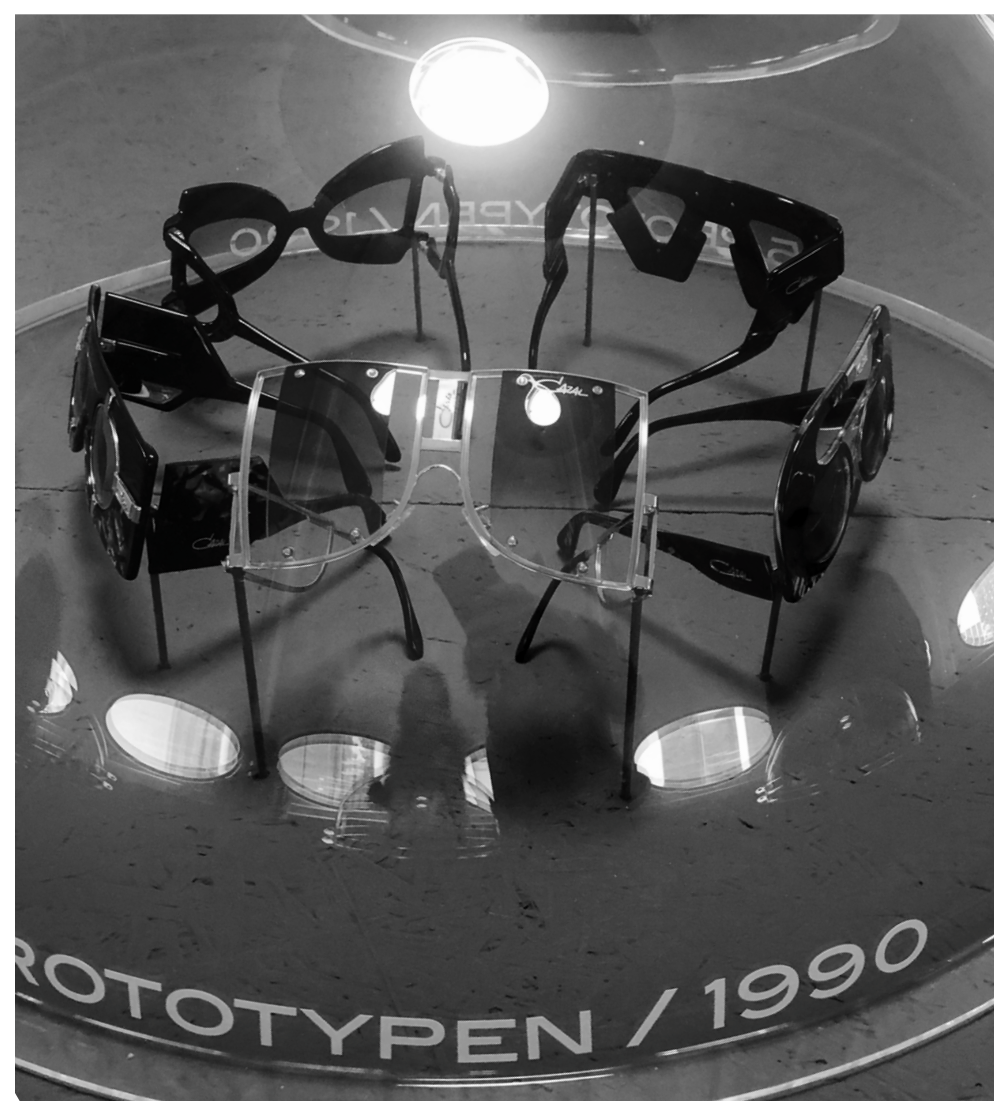
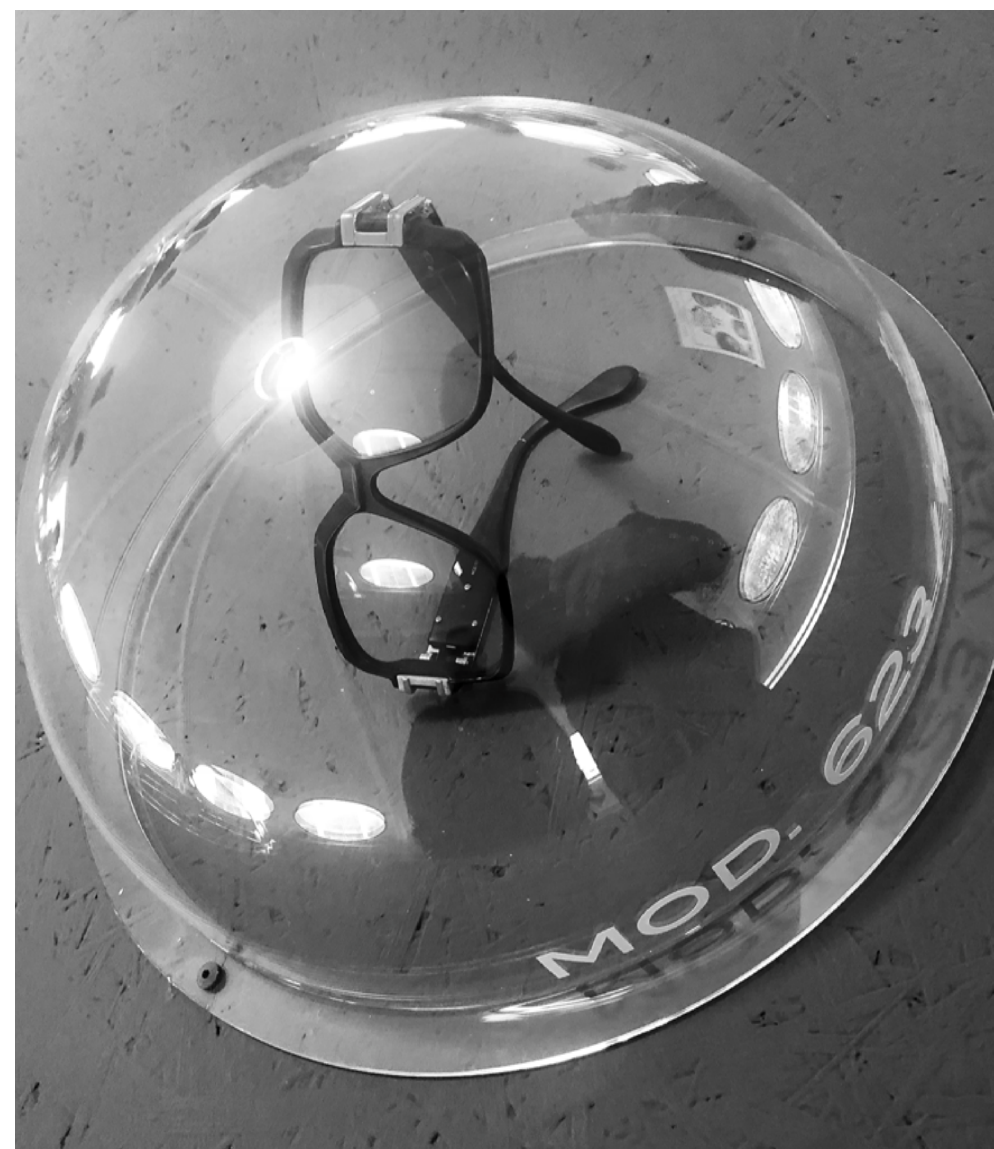
CAZAL

EXHIBITION

»DIE NEUE SAMMLUNG -
THE DESIGN MUSEUM«

»DIE NEUE SAMMLUNG - THE DESIGN MUSEUM«

in Munich is dedicating an exclusive show of works to CAZAL. In the Futuro Haus next to the Pinakothek der Moderne, selected models and previously unpublished design studies by Cari Zalloni are being presented. In addition to Bauhaus objects and designs by Porsche and Braun, CAZAL is now the first purely eyewear brand to add its creations to the renowned design collection.



CAZAL

DESIGN



**THE MOST BEAUTIFUL
FORM OF MAXIMALISM**

MAXIMALLY INDEPENDENT, MAXIMALLY EXPRESSIVE:
CAZAL eyewear inspires with perfect harmony of form and material – it attracts attention, and evokes desire.

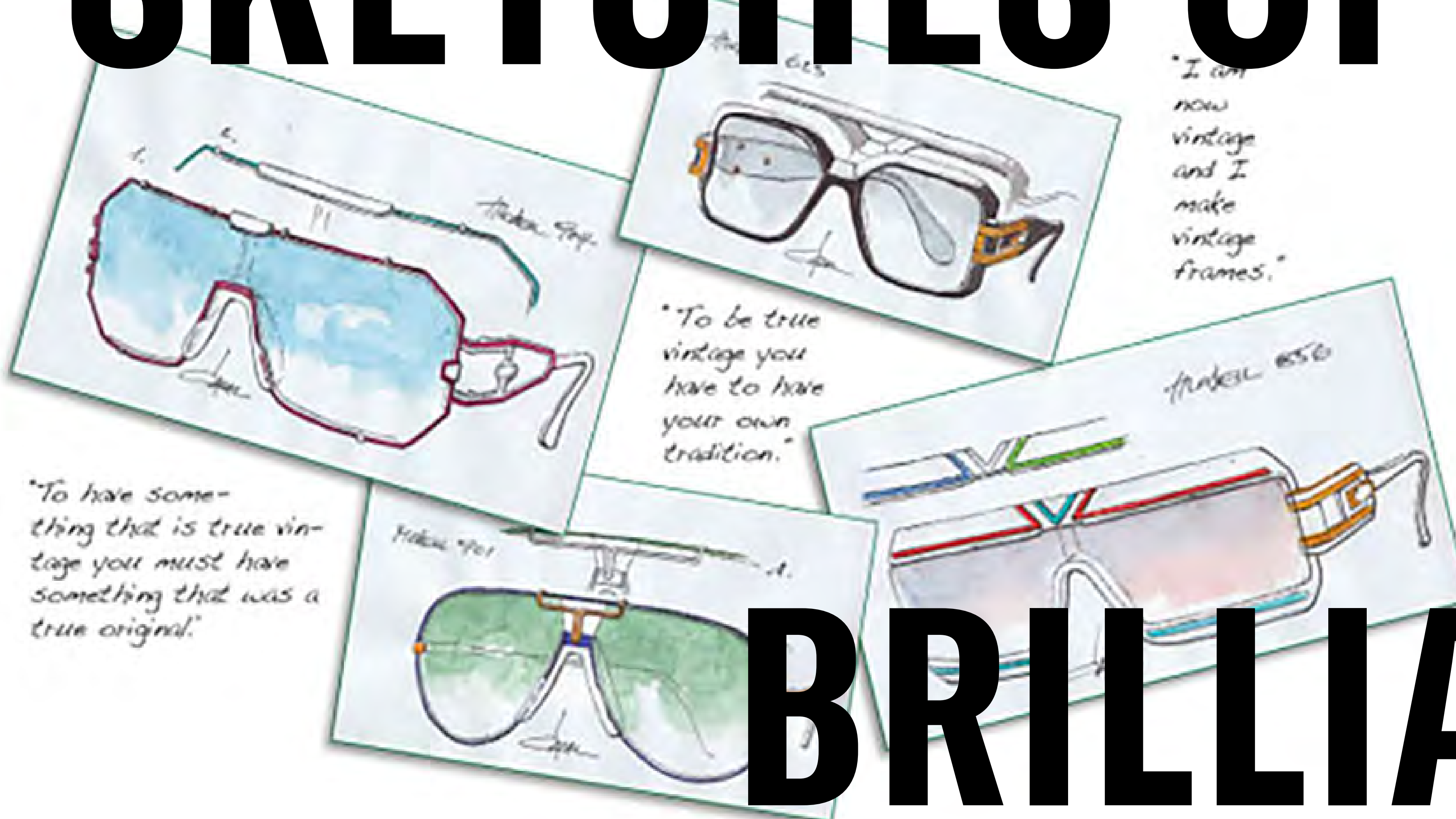
CAZAL

SKETCHES OF

Zalloni's drawings utilized, emphasized, or deliberately broke up straight lines, and put the spotlight on technical details by prominently placing screws as ornamental elements.

This passionate devotion to design has been carried into the present by the designers at CAZAL. Always inspired by the countless original sketches, Cari Zalloni's genius lives on in every CAZAL model.

Despite the great variety of models, it is always possible to recognize them as CAZALs – even without seeing the logo.



BRILLIANCE

**LUXURY IS THE ABILITY
TO EXPRESS ONESELF.**

CAZAL is a luxury brand that does not succumb to conventions. CAZAL is made for people who indulge in their style and let their personality unfold. This is true luxury, and at CAZAL it is an irrevocable part of the brand identity.

CAZAL



LUXURY

QUALITY



INNOVATIVE MANUFACTURING, IMPECCABLE QUALITY

**CREATING CAZAL EYEWEAR REQUIRES
DELICATE CRAFTSMANSHIP THAT DOES
NOT TOLERATE HALF-HEARTEDNESS.**

With all the technology available,
CAZAL still relies almost exclusively
on manual manufacturing processes.

The result is eyewear that withstands
the test of time and requires the
highest level of skill in its manu-
facture. A skill that only a handful
of specialists still possess today.

CAZAL

MADE IN GERMANY AND CHECKED BY HAND



It starts with Acetate and ends with 24 karat gold. In between are 6000 hours of craftsmanship and 35 steps of manufacturing. With extremely detailed quality control checklists and strict final inspections by hand, CAZAL enforces the level of perfection in material, technology, function, and workmanship, for which the brand is acclaimed.



CAZAL CATEGORIES

CAZAL

PERSONALITY OUTSHINES MAINSTREAM: SUNGLASSES



UNMISTAKABLE STATEMENTS IN EYE-CATCHING DESIGN:

CAZAL sunglasses embody extravagant elegance and urban opulence. They want to be seen – just like the people who wear them.

LEGENDS ARE TOLD IN THREE DIGITS

THE EPITOME OF TIMELESSNESS: THE LEGENDS.

With its design language, a collection honors the following with which the brand began. Marked by three digits, the models of the Legends series are the unmistakable originals of the CAZAL brand.

The glasses are coveted collector's items and are carried into the future by the stars of pop culture.



THE MOST LEGENDARY LEGEND



607



616



623



627



634



642



643



644



650



656



657



670



671



672

The vintage CAZAL 600 series is by far the most famous and most successful collection by Cari Zalloni. It contains the legendary vintage models CAZAL 607 (“the Cazzy”), CAZAL 616 and CAZAL 642.



LIMITED EDITION

The CAZAL Limited Edition creations are numbered, strictly limited, and have long been coveted collector's items worldwide – always created from the original sketches from Cari Zalloni. As seen here, the CAZAL 607 in ice blue.

THE DELUXE WAY OF LIFE

THE DELUXE EDITION PRESENTS EMINENT MASTERPIECES.

Gold plated with 24 karat gold and carefully chosen classic accents, the CAZAL Deluxe Edition honors the cult models and embodies luxury as a way of life.



Congratulations! This is No. [blank] out of a hyper-exclusive edition. Worldwide strictly limited to 299 masterpieces. Plated with 24-carat gold. Only available at the best carefully selected CAZAL opticians.



001, 002, 003 A COLLECTOR'S TREASURE

Previously unknown original design sketches by Cari Zalloni himself were discovered recently. After carefully examining and verifying them, the designers at CAZAL developed strictly limited collections with color variations based on these sketches. To further honor Cari Zalloni's legacy, unique packaging was created. So far, three models are available – but with more previously unpublished sketches up their sleeves, the CAZAL collector can be excited to see what the future holds.

FEMININE OPULENCE: WOMEN'S PRESCRIPTION FRAMES

CAZAL



PRECIOUS TITANIUM FRAMES, HIGH-QUALITY WORKMANSHIP, EXTRAVAGANCE: the CAZAL prescription frames are pieces of jewelry. From discreetly luxurious details to opulent statement frames, they showcase the personality of their wearer.

DOMINANT LINES: MEN'S PRESCRIPTION FRAMES

EXPRESSIVE QUALITY FOR PEOPLE WITH THE HIGHEST DEMANDS -

upon their glasses, upon
design, upon themselves.
The high – quality titanium
frames in a striking design
make a character statement
that is hard to miss.



CAPSULE

KAT FOR BEING GREEK



Born in Athens as the son of a Greek-Italian father and Austrian mother, Cari Zalloni spent his childhood between ancient temples and idyllic mountains.

Just like the Ancient Greeks before him, time was never a concern. "When" didn't matter – only "how" was important.

Katharina Schlager has incorporated this idea in the limited Capsule Collection – honoring the legacy of the past without forgetting the possibilities of the future.

Each design collaboration is a unique interpretation of this CAZAL-specific way of looking at heritage, present and future.

By request of many CAZAL fans, exclusive eyewear necklaces with an obsessive attention to detail are also available for the "Being Greek" Capsule Collection.

cazal-eyewear.com

CAZAL