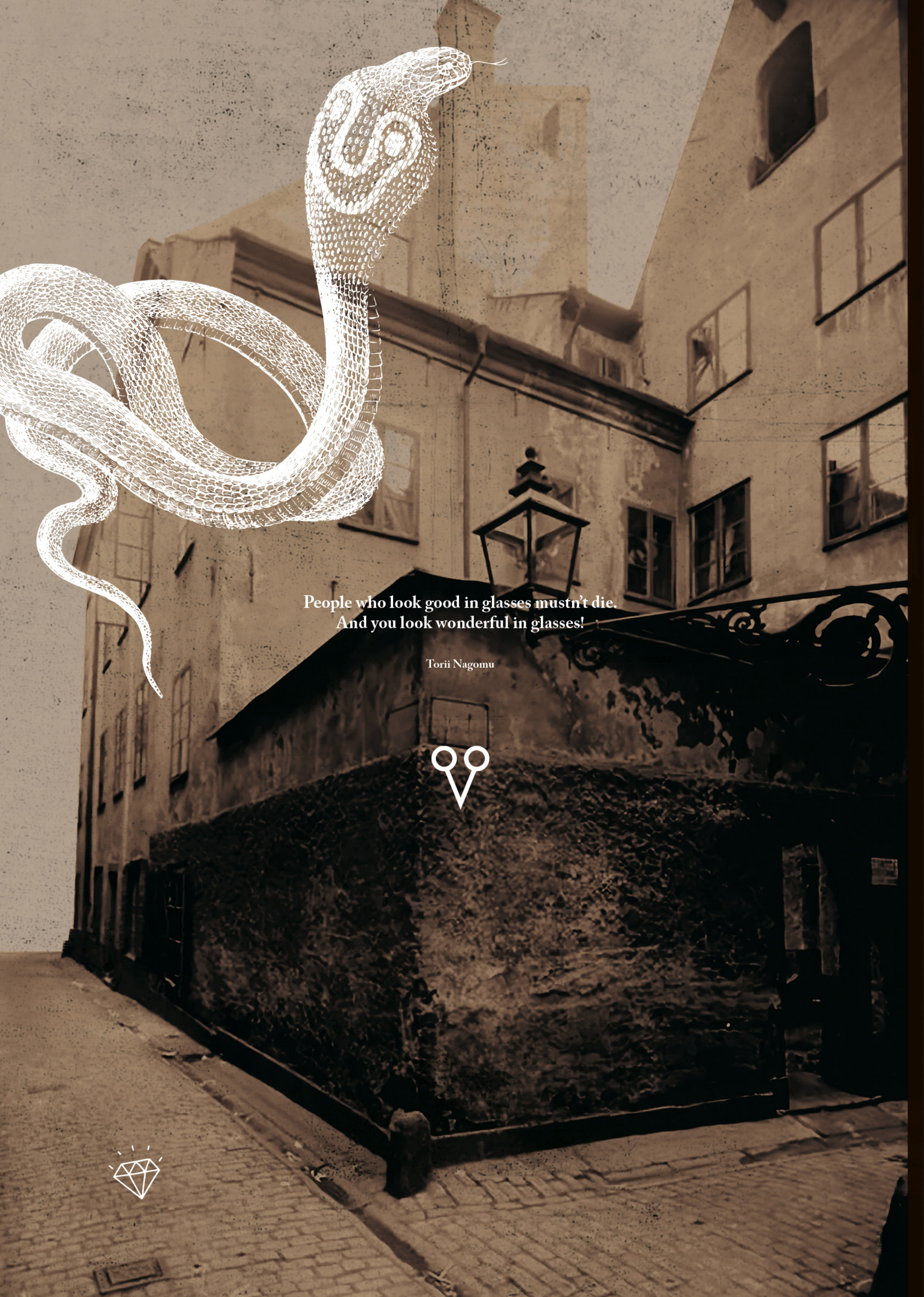


VASUMA

EYEWEAR FROM OLD TOWN STOCKHOLM

Lo

S A L T S J



People who look good in glasses mustn't die.
And you look wonderful in glasses!

Torii Nagomu





60





60





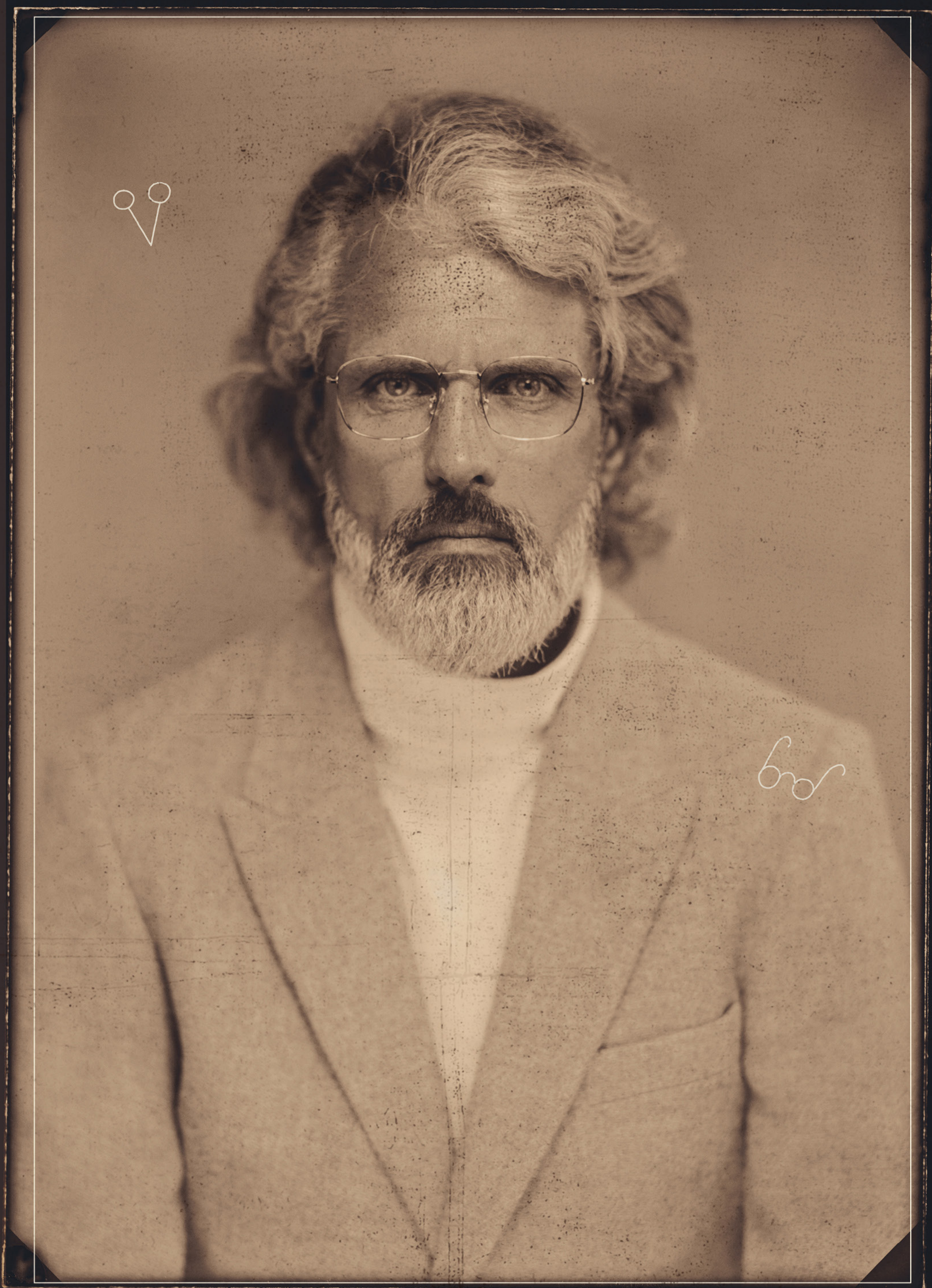


bro



VO

bro





TITANBOA



STEPPE



ROSEBELLY



ELLIOT



JIMUGURI



AMAMI



KUNASHIR



ATRACTASPIS



MULGA



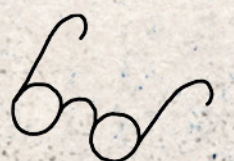
PINE



OLIGODON



FILE





KANAHEBI



ANGUIS



CARPATHIAN



THREAD



SNOK



PHALORIS



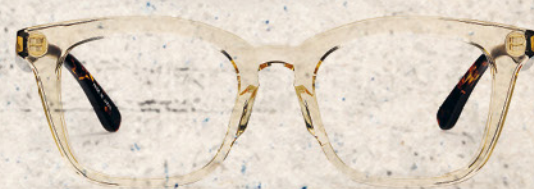
GABOON



BEVEL



COPPERHEAD



MAMUSHI



HAD



NUBIAN







VASUMA & YMR TRACK CLUB

YMR Track Club – a brand that specialises in running and athletics apparel for the dedicated runner – contacted Vasuma to create the best and most stylish sunglasses for runners on the market.

Together we have spent months working on concept and design in the creation of Massanella Performance Sunglasses that are made in Italy. Massanella has a “non reflective” lens from Zeiss in black azure with a black frame. They also come in a burgundy frame with the same “non reflective” lens which is gold colored. With its light weight and “high performance non reflective lens”, the sunglasses are a given product not only for runners, but also for cyclists and skiers.

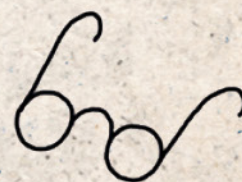


- frame material is lightweight and flexible
- colours are water-based
- adjustable rubber nose pads
- soft rubber end tips to ease the grip
- adjustable temple end tips
- comfortable fit
- conceived for performance
- performing lens shape and material
- premium quality lenses for premium vision
- the whole production process is run by photovoltaic energy
- nickel free metal components (metal wire, screws)
- 100% Made in Italy product



“With more than 15 years of experience in producing glasses, it feels exciting to now step into the sports segment. The basics are the same, but now we add the demands that athletes place on sunglasses. Massanella Performance Sunglasses is the start of a hopefully farreaching collaboration between Vasuma and YMR Track Club”

- Jan Vana, Creative Director and Founder at Vasuma.



VASUMA





Vasuma Eyewear was created by three friends in 2005. Jan Vana, Steffen Sundelius and Lars Malmsten set out to create an alternative eyewear brand to challenge the traditional label brands.

Vasuma Eyewear is inspired by the best of the vintage eras of the 50s and 60s spiced with a modern twist. Hand made by some of the finest manufacturers around the world. This together with high-end quality materials we create timeless and sustainable designer eyewear.

Vasuma Eyewear's aim is to create eyewear that enhances the wearer's own identity and personality.

Vasuma Eyewear is working with artisans in Europe and Asia to create frames with a high attention to quality and detail, in a design that is both functional and aesthetical.

ACETATE

We use the finest cellulose acetate - a sustainable biodegradable material of vegetable origin. Most frames are using Italian manufacturer Mazzucchelli's formula 'M49' which is both bio-based and biodegradable.

TITANIUM & SWEDISH STEEL

Vasuma metal frames have many characteristics such as resistance, hardness and elasticity. We use the finest raw material from Swedish Sandvik.

Our Japanese partner uses Titanium to create lightweight and durable frames with a flair of sophistication.





CONTACT

Vasuma Eyewear is based in The Old Town of Stockholm.
Warehouse, showroom and office all fits in the four storey 15th century
townhouse just a block away from the Swedish Royal Castle.

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