



LOOK
BOOK
2019

() neubau





MAX
black ink matte

DOMINIK
fizzy champagne

Through the eyes of neubau eyewear



EVA
ivy green matte/graphite

ADAM
black coal matte/silver

Design, creativity, sustainability—this lookbook tells a story of visions. Visions of innovative thinking which tears down the walls of aesthetic tunnel vision, just as it did a century ago. Because this year, we're paying tribute to the revolutionary ideas of Bauhaus style and dedicating a limited edition of our sunglasses to them with "Walter & Wassily". Started in 1919 by Walter Gropius, the Bauhaus movement continues to prove a pioneer for design of all kind—a vision that still captivates us today, through its simplicity and perfect form.

Our own visions—environmentally friendly production and trend-setting design—are well on the way to making their own mark: neubau eyewear was not only awarded the Green Good Design Award for product design, sustainability, brand philosophy and appearance in 2018, but also impressed in the German Design Award 2019 in the

"Brand Identity" category. Sustainability and our use of the environmentally friendly material naturalPX are trailblazing here as well—as is our quest for a greener future, which found its origins in Vienna's thriving melting pot.

Vienna's creative and trendy "Neubau" district is an endless source of inspiration for our brand. There we meet like-minded forward thinkers and innovators who, like us, want to help shape the world and its environment for the better, and who represent our motto "See and Do Good"—be it in the city, in nature or simply in choosing the right glasses. That's why we focus on sustainable materials, regional production, perfect details and a vital eye for the future.

You can find out more about our products and ideas on neubau-eyewear.com, our social media channels and, of course, in the pages of this lookbook.



FLO
black ink matte

FLO
silky rose





NINA
eclectic silver

NINA
glorious gold/brown tortoise







EVA
ivy green matte/graphite and
black coal matte/rose



FLO
eclectic silver

LOTTE
black ink

MARK
glorious gold





FLO
eclectic silver

LOTTE
eclectic silver



ADAM
black coal matte/silver

LOTTE
eclectic silver





See & Do Good



The name itself reveals its unusual qualities: the “miracle tree”, also known as the castor plant, sprouts so quickly that its rapid growth could, at one time, only be explained as magical. The extremely resistant plant grows up to five meters in just three to four months. But it’s not just the plant itself that has amazing properties; castor oil, which is extracted from its seeds and comprises 65 % of our sustainable material naturalPX, is also an all-rounder. The environmentally friendly polymer is used in the manufacture of all our polymer frames, and is characterized by high flexibility, resistance, color

intensity and extremely light weight. This makes naturalPX a key part of our resource-conserving production and is part of our “See & Do Good” philosophy. Under this motto, neubau eyewear supports sustainable projects in urban areas, from “Salatpiraten” Urban Gardening in Vienna to the “Honey Bee Conservancy” in New York. The most important part of our commitment to the environment, however, is our range of products made of environmentally friendly materials, from the packaging of our glasses to our prints and accessories, such as our cleaning cloths which are made from recycled PET bottles.

Walter & Wassily



WALTER & WASSILY
black coal / eclectic silver

Stylism isn't something final; it's constant change." This claim of architect Walter Gropius', from the beginning of the last century, couldn't be more true for us, either. The neubau eyewear design is characterized by constant evolution: we want to think ahead and build new bridges—like taking the chance to celebrate the 100-year anniversary of the Bauhaus, which Gropius founded in Weimar in 1919. It's hard to name another design movement that has shaped our contemporary understanding of aesthetics so profoundly while still remaining so revolutionary. **Clear lines, unadorned elegance, pragmatic excellence; these are attributes that could not be closer to our own understanding of design, and also shapes our new special edition frames "Walter & Wassily", dedicated entirely to the Bauhaus.**

The high-end sunglasses inspired by Walter Gropius and Wassily Kandinsky (a painter and teacher at the Bauhaus) is not only a tribute to the clear formal language of the legendary Bauhaus figureheads, but also a creative take on their ethos that "form follows function". While interior

design and architecture have long been celebrated as the primary disciplines of good taste, we have strived to make sunglasses—our everyday companions—an impressive design object. **For our "Walter & Wassily" campaign shoot, we reinterpreted the legendary Bauhaus credo and, adopting the motto "human follows form", we've shown how design and people can be staged as an innovative duo.**

What's also key is the fusion of art and craftsmanship, which is the basis for the Bauhaus philosophy and the inspiration for our images. This is where original furniture from the era, models and glasses all blend into exciting compositions combining stasis and dynamics, interpreting the iconic contrasts of the Bauhaus for the here and now.

The metal tubes of the Bauhaus epoch were translated into an adaptable titanium frame, the unmistakable circle is a central design element in a futuristic 3D print, and essential shades such as brass, black and silver provide an interesting contrast throughout the high-end frames.



WALTER & WASSILY
black coal / brass matte

WALTER & WASSILY
snow-white / black matte



WALTER & WASSILY
black coal / brass matte





WALTER & WASSILY
black coal/brass matte
and snow-white/black matte







WALTER & WASSILY
black coal / eclectic silver and
black coal / brass matte



WALTER & WASSILY
snow-white/black matte





WALTER & WASSILY
black coal / eclectic silver
and black coal / brass matte
and snow-white / black matte



MARTIN
wood matte

LISA
agave green matte



DOMINIK
fizzy champagne

HANNES
glorious gold

DOMINIK
ruby red







HANNES
gold matte

MAX
black ink matte

MAX
black ink matte





HANNES
gold matte



SARAH3D
roasted berry/black coal

SONIA
ruby red matte / gold





GIOVANNI
dark chocolate matte / gold



ERWIN 3D
black coal / glorious gold
and denim / eclectic silver

DANI
ultraviolet



Index

ADAM

Model
T055

Sizes
48/22/130
50/22/140

Material
naturalPX



6030 caramel tortoise matte/gold



4560 denim matte/graphite



6560 concrete matte/graphite



9010 black coal matte/silver

EVA

Model
T056

Sizes
52/17/130
54/17/140

Material
naturalPX



5060 ivy green matte/graphite



3030 brick red matte/gold



6030 caramel tortoise matte/gold



9030 black coal matte/rose

MAX

Model
T057

Sizes
47/19/130
50/20/135
53/20/140

Material
stainless steel



7530 glorious gold



3630 silky rose/white



7310 silver matte



9040 black ink

THEO

Model
T058

Sizes
49/20/135
52/21/140

Material
stainless steel



7340 eclectic silver/black



3530 silky rose



7530 glorious gold



9140 black ink matte

HANNES

Model
T059

Sizes
49/20/135
52/21/140

Material
stainless steel



6560 graphite matte



7730 gold matte



7830 glorious gold/black



9140 black ink matte

NORA

Model
T061

Sizes
53/14/135
56/14/135

Material
naturalPX



8500 crystal taupe



3000 ruby red



9000 black coal matte



9030 midnight tortoise matte

DOMINIK

Model
T062

Sizes
53/16/135
56/17/145

Material
naturalPX



030 midnight tortoise matte



3100 ruby red matte



8500 crystal taupe



9000 black coal matte

LISA

Model
T063

Sizes
52/16/135
54/16/140

Material
stainless steel



3040 ruby red



3530 silky rose matte



5040 agave green matte



9040 black ink matte

MARTIN

Model
T064

Sizes
51/19/135
53/20/145

Material
stainless steel



4540 denim matte



6040 wood matte



7530 gold matte



9040 black ink matte

SONIA

Model
T072

Size
54/17/130

Materials
naturalPX
stainless steel



5030 jade matte/silky rose



3030 ruby red matte/gold



4010 lavender matte/eclectic silver



9030 black matte/glorious gold

GIOVANNI

Model
T073

Size
54/18/140

Materials
naturalPX
stainless steel



6030 dark chocolate matte/gold



4560 denim matte/graphite



5530 evergreen matte/glorious gold



9010 black matte/eclectic silver

WALTER
& WASSILY

Model
T631

Size
52/20/135

Materials
3D printed
titanium



9140 black coal/brass matte/green gradient mirror



1540 snow-white/black matte/grey



9010 black coal/eclectic silver/
silver gradient mirror

NINA

Model
T621

Size
60/15/140

Material
stainless steel



3530 silky rose/bronze mirror



7110 eclectic silver/
blue-brown gradient



7540 glorious gold/brown tortoise/
green gradient mirror



9040 black ink/yellow-brown gradient

MARK

Model
T622

Size
59/15/140

Material
stainless steel



7630 glorious gold/blue-brown gradient



7010 eclectic silver/
silver gradient mirror



7540 glorious gold/brown tortoise/
green gradient mirror



9140 black ink matte/
yellow-brown gradient

LOTTE

Model
T623

Size
56/16/135

Material
stainless steel



7210 eclectic silver/green



3040 ruby red/rosegold gradient mirror



3730 silky rose/bronze mirror



9140 black ink/yellow-brown gradient

FLO

Model
T624

Size
51/20/145

Material
stainless steel



9240 black ink matte/yellow-brown gradient



3140 ruby red matte/grey gradient



3630 silky rose/bronze mirror



7310 eclectic silver/green

SANDRA

Model
T625

Size
55/16/135

Material
naturalPX



9030 black coal matte/
green gradient mirror



3030 brick red matte/
gold gradient mirror



4500 washed denim/
silver gradient mirror



6030 morning coffee matte/
yellow-brown gradient mirror

FRANK

Model
T626

Size
55/15/140

Material
naturalPX



6500 washed grey / grey gradient



5530 olive matte /
gold gradient mirror



6130 morning coffee matte /
yellow-brown gradient



9000 black coal matte /
silver gradient mirror

MAX

Model
T628

Size
53/20/140

Material
stainless steel



7540 glorious gold / brown tortoise / gold gradient mirror



3530 silky rose /
rosegold gradient mirror



9040 black ink matte /
yellow-brown gradient

HANNES

Model
T629

Size
52/21/140

Materials
stainless steel



7010 eclectic silver / blue gradient



7540 glorious gold / brown
tortoise / gold gradient mirror



7630 gold matte /
green gradient mirror

SAM

Model
T630

Size
52/18/140

Material
natural PX



2030 sweet honey / green gradient mirror



1030 golden crystal edition /
gold gradient mirror



5030 jade matte /
rosegold gradient mirror



5530 olive matte /
gold gradient mirror



6600 grey marble matte /
grey gradient



9100 black coal matte /
grey gradient

SARAH 3D

Model
T634

Size
52/20/140

Materials
3D printed
stainless steel



3030 electric red / glorious gold / gold gradient mirror



5010 mint / eclectic silver /
silver gradient mirror



6040 roasted berry / black coal /
silver gradient mirror



6530 grey / silky rose /
rosegold gradient mirror

ERWIN 3D

Model
T635

Size
55/19/140

Materials
3D printed
stainless steel



4510 denim / eclectic silver / silver gradient mirror



3140 electric red / black ink /
silver gradient mirror



5130 mint / silky rose /
rosegold gradient mirror



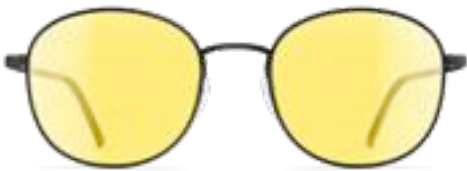
9030 black coal / glorious gold /
gold gradient mirror

MAX

Model
T628

Size
53 / 20 / 140

Material
stainless steel



9140 black ink matte / yellow



3630 silky rose / purple

HANNES

Model
T629

Size
52 / 21 / 140

Material
stainless steel



7730 glorious gold / green



9240 black ink / pink

DOMINIK

Model
T632

Size
56 / 17 / 140

Material
naturalPX



3000 ruby red / pink



8530 fizzy champagne / yellow

DANI

Model
T633

Size
49 / 22 / 140

Material
naturalPX



4000 ultraviolet / purple



5000 soft mint / green

© neubau eyewear
a brand of Silhouette International Schmied AG
Ellbognerstraße 24, 4021 Linz, Austria

Phone +43 732 3848 0
Email hello@neubau-eyewear.com

Production and Concept
Plastic Media, Vienna/Berlin, www.plasticmedia.eu

Graphic Design
Timo Schmitt, Majada Ramadan

Printed by
Estermann Druck GmbH, A-4971 Arolzmünster

Find out more on neubau-eyewear.com
and check out our blog theframeofmind.com!

We'd love to see your look and stay in touch!
Facebook & Instagram @neubaueyewear
#neubaueyewear #seeanddogood

neubau-eyewear.com