

GamFratesi



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IMAGINARY LINES
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INTRODUCING IMAGINARY LINES CAPSULE COLLECTION

Gramfratesi x minä perhonen x Ørgreen

Premium designer Danish eyewear company Ørgreen has collaborated with Gamfratesi and minä perhonen (Akira Minagawa) to create **Imaginary Lines**, a new timeless titanium frame capsule collection.

Inspired by a shared appreciation of good craftsmanship and minimalistic style the **Imaginary Lines** collection introduces Hemisphere and Equator, female and male frames respectively, available in two innovative colour combinations. Both shapes are characterised by a simple clear design, a perfect round frame, that evokes the shape and the imaginary lines that divide and connect our globe.

Respected for its high standards and irrefutable quality, Ørgreen is well known for designing strong and timeless frames for quality conscious individuals all over the world. Among them architects and designers GamFratesi (Stine Gam and Enrico Fratesi) have been wearing Ørgreen frames for several years. As long-time friends with Japanese fashion designer Akira Minagawa (minä perhonen), they were looking for the right project on which they could collaborate together. The opportunity for Italian, Danish and Japanese designers to cooperate on a capsule eyewear collection perfectly embodies the aesthetic qualities and design ethos of Ørgreen, designed in Denmark and handmade in Japan.

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Henrik Ørgreen, founder of Ørgreen said: *“Shared values and high standards are essential for any successful collaboration. We are thrilled to have brought together GamFratesi and Akira Minagawa of minä perhonen who, embodying the spirit of Ørgreen, have created an exciting new limited edition in our unique style and with our recognisable twist; timeless and seasonable, but never without history.”*

This is the first time that all three-design houses have worked together, and Imaginary Lines capsule collection is the result of this unique union of creative minds. The name itself is a tribute to the creative drive behind the designers work and imparts a positive message of global collaboration, at a time when connectedness has been gravely challenged. The new collection has seen Gamfratesi working with Ørgreen’s design team on the frames, while Minagawa worked with Ørgreen’s senior colourist on the glasses’ colourways. This global collaboration speaks to a shared philosophy of taking time with craftsmanship in order to create clean, minimal yet practical styles that can withstand the passing of time.

Crafted in Ørgreen’s trademark material, Japanese Titanium, Hemisphere and Equator showcase the impossibly thin and clean-lined designs that are seen as an expression of pure contemporaneity, with both fragility and endurance at the core of this collection.

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Stine Gam and Enrico Fratesi at GamFratesi said: *"In our quest for the perfect frames, we looked at how the shape of the earth and the imaginary lines that divide it, remain constant, regardless. Our lives are more interconnected than ever; this global mindset became our starting point behind the design of these simple circular frames. We feel a natural affinity with Orgreen, who as innovators strive for quality, minimalism and clean lines. This ethos is reflected in our own approach to design."*

"I often find inspiration from the natural world. Working together with Ørgreen's senior colourist, we translated my ideas to create two colourways that transcend time", says Akira Minagawa, designer and founder, minä perhonen

For further information and high-res imagery please contact Marta Bogna-Drew or Christina Freyberg at Caro Communications: orgreen@carocommunications.com

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HEMISPHERE

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HEMISPHERE is a perfect round frame inspired by the imaginary lines that define the globe. This delicate but impactful frame embodies the lightness of Ørgreen's titanium with the elegance of its colour world. The frame is made from a combination of 100% pure titanium and beta-titanium. Hemisphere is available in mat peach and mat gold.

€575 | £515 | \$700 | YEN 72855 | DKK 4295

EQUATOR

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Equator is inspired by the equator line, the most famous imaginary line in the world, that starts from zero. Equator is a perfect round frame that has an elegant and classic appeal. The frame is made from a combination of 100% pure titanium and beta-titanium. Available in mat pine brown.

€575 | £515 | \$700 | YEN 72855 | DKK 4295

Hemisphere and Equator frames are available from shoporgreenoptics.com

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NOTES TO EDITORS

Ørgreen Optics
For Distinctive People

Craftsmanship, comfort, and superior design are the cornerstones of Ørgreen Optics. Since its founding in 1997 in Copenhagen, Ørgreen has pushed the limits of eyewear design, and in the process, thrived across markets.

Designed in Denmark and impeccably handcrafted in Japan, Ørgreen translates the spirit of Nordic minimalism into both optical and sun frames by pairing distinct details with exceptional lightweight materials and a playful and original approach to color. A relentless curiosity and a profound desire to experiment and innovate enables Ørgreen to continuously look towards the future of eyewear design, allowing the legacy of craftsmanship inform and direct technological innovation. With offices in Copenhagen and Berkeley, California, Ørgreen Optics designs are currently sold in over 50 countries worldwide.

orgreenoptics.com

GamFratesi

GamFratesi's design takes its creative drive from a fusion of tradition and renewal, and in an experimental approach to their chosen materials and techniques. With their dual traditional background, Stine Gam and Enrico Fratesi draw on the classic Danish furniture and craft traditional as well as the classic Italian intellectual and conceptual approach. Understanding a tradition and addressing it actively in the workshop makes it possible to expand on it. From this cross-cultural substrate they create furniture that respectfully reflects tradition while also featuring unique embedded stories, symbols and associations, often expressed in a minimalist idiom. GamFratesi aim to create furniture that illustrates the process and the techniques that created it, and which reflect a persistent exploration of the diverse border zone between harmony and disharmony.

GamFratesi studio was founded in 2006 by Danish architect Stine Gam and Italian architect Enrico Fratesi. The studio is based in Copenhagen.

gamfratesi.com

minä perhonen

'minä perhonen' is a fashion and textile brand, founded in 1995, by the designer Akira Minagawa, producing clothes that do not lose their allure through the lapse of time. Our design process begins with sketches that are made into story-telling textiles. The company aspires to develop new material and techniques, collaborating with many production centres at home and abroad.

A dress is created not for a special day but for every day. The name of the label minä perhonen is Finnish in origin, following the designer Minagawa's first visit to Finland when he was 19, and his sympathy with Scandinavian culture. minä means 'I' and perhonen is 'butterfly' signifying a wish to make beautiful designs like those of butterflies' wings. The brand logo shows various characters (dots) within one space (rectangle). Just as species of butterflies are countless, so the designs continue to increase.

mina-perhonen.jp/en/

Akira Minagawa
designer / founder

With the imaginative creative process and detailed drawings, Akira Minagawa has designed numerous textiles for his own brand and the other manufacturers such as Kvadrat (Denmark) and KLIPPAN (Sweden).

His creation goes beyond fashion towards lifestyle, on which he sees a wide range of possibilities to design. His illustrations feature in newspapers and books.