

DITA

PRECISION, QUALITY, AND LONGEVITY
EST 1995



A CATEGORY OF ONE.

DITA. CATEGORY OF ONE.

FOR MORE THAN 20 YEARS, OUR FOCUS HAS BEEN ONE THING: PERFECTING THE ART OF EYEWEAR. WE AREN'T A FASHION HOUSE LICENSE. WE ARE SPECIALIZED.

You can't literally see the teams of designers, research and development, or the number of months it takes to perfect a single DITA frame. But you will always feel its presence when you hold it in your hands. Which is why DITA's design and manufacturing standards are regarded as a benchmark by which other luxury eyewear brands are judged.

Founded in 1995, DITA reinvented eyewear by transcending its conventions, creating a discreet luxury with product ranging from bold character frames to new interpretations of timeless shapes through innovative technology. With over 20 years in design and partners at the highest levels of manufacturing, DITA's expertise is exceptional, earning a coveted reputation as a true leader in optical innovation.

DITA has had the unique pleasure of serving the world's most discerning clientele, challenging the old guard, and forging singular relationships within culture, style, sport and entertainment; affirming the brands position as individual as the product it creates.



A CATEGORY OF ONE.

A DEFINITION YOU
CAN'T OWN,
YOU CAN ONLY EARN.

AND DITA HAS
EARNED IT
OVER 20 YEARS.



IT TAKES COUNTLESS MASTER
CRAFTSMEN WITH
DECADES OF EXPERIENCE,
MONTHS TO PERFECT
A SINGLE DITA FRAME.

DITA BRAND
TIMELINE.

1999

In 1999, DITA establishes relationships with some of the world’s most highly regarded artisans in eyewear.

Those relationships continue to this day.

2006

In 2006, DITA hones in on its specialty design and production with one goal: to challenge pre-conceptions of what eyewear can be.

The complexity of DITA’s design language requires months to perfect a single frame concept.

1995

THE BRAND’S INCEPTION
1995 - 1998

The first DITA collections were vintage-inspired frames from the 50s and 60s. We scoured vintage stores in search of frames that we could base our designs off of. DITA’s look at the time was retro silhouettes with bold colored lenses such as aquamarine or yellow.

1998

THE FIRST ‘MEN’S COLLECTION’

Top sellers in this collection were the Double Agent and Agent 99, they were retro-inspired wrap frames with modern touches. This is when celebrities and musicians started wearing DITA frames.

1999

DITA ENTERS HIGHER END PRODUCTION

DITA starts to focus production efforts in Japan. In 1999, DITA establishes relationships with some of the world’s most highly regarded artisans in eyewear. Those relationships continue to this day.

2002

DITA LAUNCHES THE FLIGHT-SERIES FRAMES

An innovative, all-titanium frame that was trend setting in that it offered a ‘thicker’ version of the classic aviator.

The Flight-Series began in 2002 as a tribute to the supersonic military aircraft of the 1970s. Carefully considered details, like DITA’s signature diamond-pressed titanium finish, ensure the perfect balance of visionary design and unparalleled quality.

2003

THE INTRODUCTION OF THE
SUPA DUPA FRAME

First introduced in 2003, the Supa Dupa defied the mainstream trend for small frames with a chunky, oversized acetate frame that would later come to define the ‘granny chic’ trend. Wanting to create a frame their peers would wear, the design team looked to their circle of friends for inspiration— models, stylists and creatives—all of whom were digging through thrift stores in search for the perfect oversized vintage frame. With this creative group in mind, the Supa Dupa was born.

Upon launch, only the most daring would wear this massively oversized style, however, when the most iconic celebrities of the time were seen wearing the style everything changed. The Supa Dupa sparked a craze that even the hottest pop stars of the time couldn’t resist, and the ‘granny chic’ trend hit the masses.

2004

COLLAB WITH JAPANESE AVANT-GARDE
DESIGNER JUN TAKAHASHI/UNDERCOVER

Influenced by Punk, and ripped Ts and patched leather jackets were the mainstays of the collection. Today Takahasi’s aesthetic remains subversive but is infused with a technicality and clarity lacking in early collections. Takahashi seeks to challenge preconceived notions both in his designs, and their presentation

2005

DITA INTRODUCED THE DECADE-ONE FRAME
FOR THEIR 10-YEAR ANNIVERSARY

Famous rappers of the time were spotted wearing this frame, giving DITA it’s first introduction to a new scene.

DITA OPENS ITS FIRST US RETAIL LOCATION IN
LOS ANGELES.

2006

THE YEAR THE BRAND GREW UP

In 2006, DITA hones in on its specialty design and production with one goal: to challenge preconceptions of what eyewear can be. The complexity of DITA’s design language requires months to design and engineer a single frame. The brand becomes known for high-end crafted, quality goods at the highest end of the market.

DITA LAUNCHES IT’S FIRST OPTICAL COLLECTION

At this time, opticians did not take the brand seriously due to the lack of optical styles. The trend in optical eyewear was frameless, light frames. DITA’s collection introduced classic, bold, 50s style frames to the scene — a collection that helped to define DITA’s identity.

VISVIM X DITA COLLABORATION

DITA collaborated with Japanese streetwear brand Visvim on custom frames with leather detailing. These frames also came with custom designed leather and shearling cases.

2002



2003



2007



2018

In 2018, after over 20 years DITA opens its own proprietary factory in Japan further investing in R&D to develop unique design and production methods. DITA is one of the first independent eyewear companies to do so.

2018

DITA R&D FACTORY INVESTMENT

In 2018, after over 20 years DITA opens its own proprietary factory in Japan further investing in R&D to develop unique design and production methods.

DITA OPENS TWO NEW ‘JEWEL BOX’ CONCEPT STORES IN NEW YORK CITY

2016

DITA LAUNCHES DITA EDITIONS LIMITED EDITION PUBLICATIONS

A bi-annual project fueled by the desire to share our passion for fine photography and the art of the printed page. DITA Editions is a moment to pause. To take stock of who we are, what we do, and why we do it.

2017

DITA OPENS THEIR SECOND TOKYO FLAGSHIP STORE IN THE UPSCALE AOYAMA DISTRICT WITH THE DESIGN DIRECTION OF ‘WARM-MINIMALISM’

The space represents DITA’s most innovative retail concept to date, with the holistic customer experience in mind, DITA Aoyama combines the focus of a design showroom with the attentive service of an optical laboratory. Aoyama features the DITA Lab, staffed by eyewear technicians who can personalize any frame with sunglass or prescription RX lenses.

COLLABORATION WITH AVANT-GARDE MENSWEAR DESIGNER BORIS BIDJAN SABERI THAT RE-IMAGINES THE GLACIER FRAME

DITA’s collaboration with Boris Bidjan Saberi re-interprets the traditional mountaineering frame with design and manufacturing innovations that combine a special titanium with advanced optical engineering. The frame draws upon the engineering of an innovative titanium unibody frame. Utilizing a tension-based rimlock to secure the lenses, representing a dramatic evolution in traditional optical construction.

2011

LICENSING DEAL WITH THOM BROWNE

The first collection under the DITA and Thom Browne licensing deal launched in Fall 2011. At the time, there were no 0-base lenses available in the marketplace, and DITA was able to kick off this trend in collaboration with Thom Browne. The TB001 was a pivotal style with a flat base lens and mesh sides – ahead of the trend and trend-setting. DITA was a pioneering brand to introduce flat base lenses to the market– requiring a special manufacturing processes

2012

MACH-SERIES LAUNCHES WITH MACH-ONE

DITA’s Mach-Series frame embodies the precision, speed and mechanics of high-end supercars.

This MACH-SERIES embodies DITA’s passion for the world of automotive racing and vehicle design that are built with advanced construction methods and superb materials. The series draws inspiration from the design language of modern super-cars and the ultra-fast speed of their competitive set.

2015

DITA OPENS ITS FIRST STORE IN NEW YORK CITY

DITA LAUNCHES THE DECADE-TWO FOR THEIR 20TH ANNIVERSARY FRAME

2007

PEOPLE STARTED TO SEE DITA AS TASTEMAKERS AND TRENDSETTERS WITHIN THE INDUSTRY

COLLAB WITH CAZAL

At the time when DITA launched their collaboration with Cazal, Cazal was seen in the marketplace as a brand for older generations. DITA worked with Cazal to relaunch one of their most popular frames, the 902. Because of the brand association with DITA, a fresh young audience was introduced to Cazal, breathing new life into the brand.

INTRODUCTION OF THE GRANDMASTER SERIES

An oversize aviator that evokes the iconic b-boy style of the late 1970s. Paying tribute to the spirit of New York’s underground scene and the pioneering artists whose innovations have electrified the world for nearly 40 years.

2010

THOM BROWNE RUNWAY COLLABORATION

DITA collaborated with Thom Browne on custom eyewear pieces for their runway shows

2011



2017



2018







A Fashion Designer sees: Choice of Fabric - Shape of the Pattern - Sewing Detail Flow of the Material - Needle Count on the Stitching-The Wash Details. As a Layman I see a Beautiful Black Dress. That's the difference between a Novice & an Expert.

USA

“I’m super into the Interweaver- it’s a modern version of a cat-eye and I really like the rose-gold colorway with dark grey to peach.”

EMILY MERCER,
MARKET EDITOR
WWD

FRANCE

“DITA is all about details. DITA is providing every type of style for every type of woman.”

JACQUELINE DE COSSETTE,
FASHION EDITOR
GQ

HOW OTHERS

USA

“Quality, tasteful hardware, and minimal trend.”

SAMANTHA WALKER,
ASSISTANT EDITOR
W MAGAZINE

USA

“Quality and Style. The quality is what sets you guys apart.”

SARA KLAUSING,
FASHION EDITOR
VOGUE

USA

“My favorite DITA characteristic is the thoughtfulness of each design and precision of construction”

CAITLIN KELLY,
ACCESSORIES MARKET EDITOR
T MAGAZINE

ITALY

“I think the Bengal design is the most trendsetting because of the golden details.”

CHRISTINA-MARIE FALTINGS,
FASHION EDITOR
GRAZIA

UK

“J’adore DITA!”

ELLIE GRACE CUMMING,
FASHION EDITOR
ANOTHER MAGAZINE

UK

“They are so fabulous. The shapes, styles and variety are so great”

VANESSA COYLE,
FASHION EDITOR
HARPER’S BAZAAR

USA

19

“I love the black Souliner-One frames. They’re not too flashy but just flashy enough to make people take a second glance at you!”

VICTOR VAUGHNS,
FASHION ASSISTANT
WWD

SEE DITA

USA

“DITA always stands out for its quality and bold design. The 2019 Spring / Summer collection has the vintage references with a very current perspective.”

PAULA LEE,
ACCESSORIES EDITOR
O MAGAZINE

UK

‘Super luxe, outstanding quality.’

JO LEVIN,
FASHION EDITOR
GQ

USA

‘Great craftsmanship of the frames.’

DAN ROCKWOOD,
FASHION EDITOR
MEN’S HEALTH

*The opinions expressed here are the personal opinions of these fashion industry editors and do not represent opinions of or endorsements by their respective publications.

THERE IS NATURAL BEAUTY.
AND BEAUTY THAT IS EARNED.

THAT IS CONSIDERED, CRAFTED,
AND CONSTRUCTED.

AND WHILE YOU WILL NEVER SEE
ALL VIRTUES IN THE
TRADITIONAL SENSE OF SIGHT.

YOU WILL ALWAYS FEEL ITS
PRESENCE WHEN
YOU HOLD IT IN YOUR HANDS.

DITA
A CATEGORY OF ONE

WHAT WE DO

OUR VALUES

WE SEE DESIGN THAT FINDS BEAUTY IN PURPOSE
CRAFTSMANSHIP THAT CELEBRATES THE UNSEEN;
AND CULTURE THAT TRANSCENDS CONVENTION.



DESIGN THAT FINDS

DESIGN THAT FINDS BEAUTY IN PURPOSE

Focus. Discipline. Time. Sacrifice. Failure. Success. Qualities that make the ordinary extraordinary. Which is why each design is treated independently, taking months from conception to production.



BEAUTY IN PURPOSE

Grounded in a transdisciplinary approach to design, DITA engages the perspectives of designers and engineers whose expertise originates in fields ranging from automotive design to sculpture and architecture. Encouraging designers to experiment with ideas, technology and materials outside the realm of eyewear, the design studio spends months refining a single concept until a functional prototype is 3D printed, refined and produced. From our hinge system, to lenses and high-quality beta-titanium, the objective is simple: inspired design that finds beauty in purpose.



PREMIUM LENSES

Known for stunning optical clarity, beautiful tintability and superior color holdout.

ACETATE FINISHING

Our acetate frames use a proprietary tumbling process to achieve their beautiful finish.
DITA uses some of the highest quality acetate available.

OPTICAL COATINGS

All lenses feature AR (anti-reflective) coating which reduces glare on the back of lenses, gradients, mirrors and flashes.
An additional chemical hard coat increases scratch resistance and improves cleaning and durability.

TITANIUM PRODUCTION

DITA uses one of the highest grades of Beta-Titanium, which is thin, durable and extremely flexible.
Our Beta-Titanium is 1/3 the weight of steel.

HINGE SYSTEM

Designed with parts that are removable and replaceable.
DITA uses assembled hinges instead of heat stake for ultimate longevity.



CRAFTSMANSHIP THAT

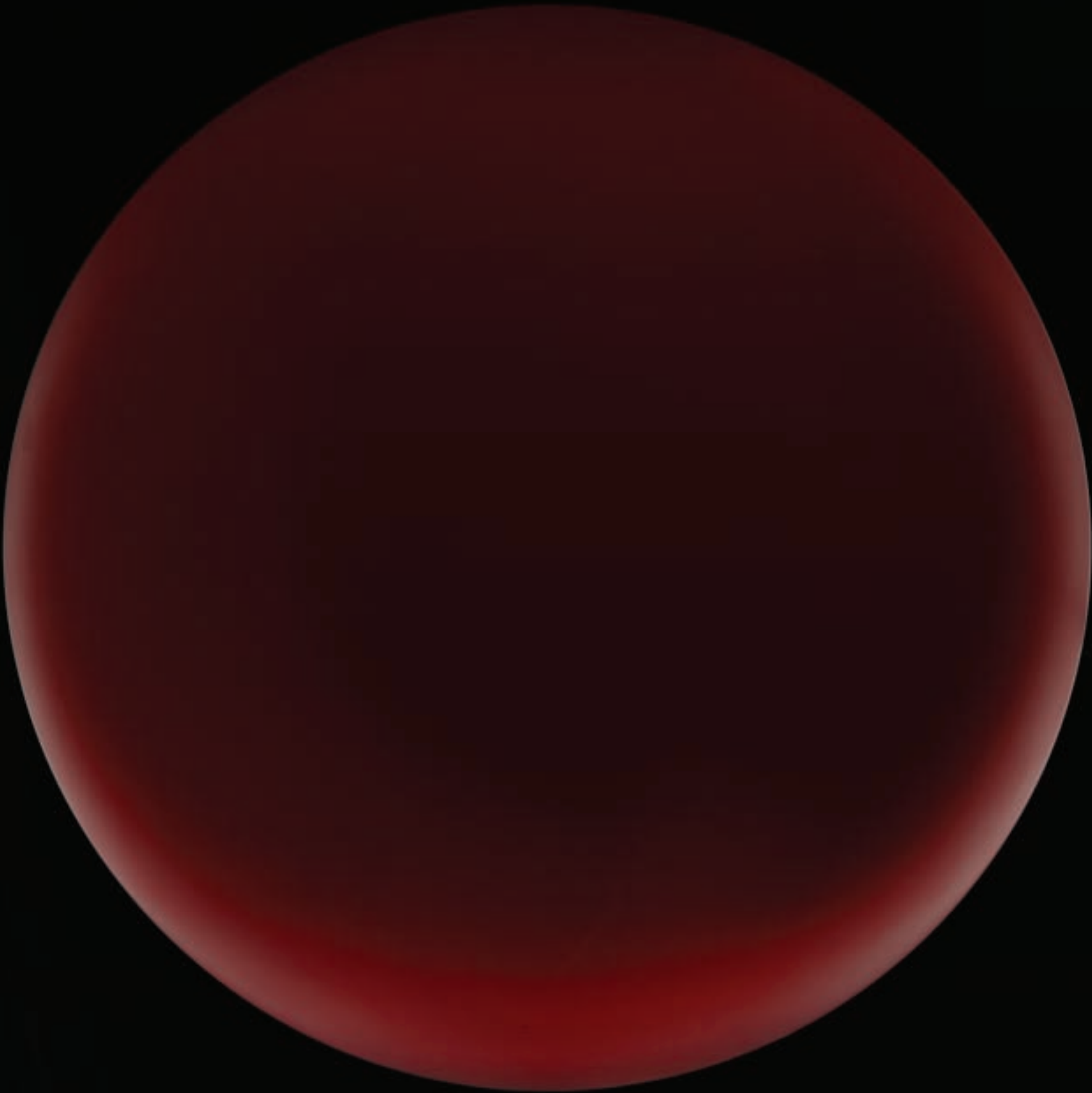
CRAFTSMANSHIP THAT CELEBRATES THE UNSEEN

What does it take to become an expert in your craft?
Numbers alone can't tell the whole story, because the true value of these efforts can't be recorded at all, they can only be felt.



CELEBRATES THE UNSEEN

Craftsmanship is the cornerstone of DITA'S reputation for quality and innovation – that's why our relationship with some of the world's most highly regarded artisans have lasted not years, but decades. Accomplished craftsman, many of whom sharpened their skills through long experience in the trade, attend to the subtlest details by combining old world technique with cutting-edge technology. In an era of mass production and automation, we're committed to preserving an artistic legacy that celebrates the unseen-and the difference is clear from the first touch.



DITA. MADE IN JAPAN

OVER 20 YEARS OF FOCUS

For more than 20 years our focus has been one thing: perfecting the art of eyewear.
We aren't a fashion house license. We are specialized.

PRESERVING THE PRECIOUS

DITA's relationships with some of the world's most highly regarded artisans in eyewear have lasted not years,
but decades. Those relationships continue until this day.

A CRAFT THAT TAKES MONTHS

DITA's manufacturing standards and specialty design language require months to perfect a single frame concept.

INVESTMENT IN R&D

After decades of experience and research, DITA opens its own proprietary factory in Japan
further investing in R&D to develop unique design and production methods.
DITA is one of the first Independent eyewear companies to do so.

DITA X JAPAN

We finish all our frames in Japan. Not because we can, but because we must.
Because the level of detail in our frames requires the outmost level of quality, and that quality is found in Japan.



CULTURE THAT TRANSCENDS CONVENTION

Informed by the currents of art, architecture, cinema and sport,
DITA's commitment to innovation has earned the trust of discerning clients across the globe.



TRANSCENDS CONVENTION

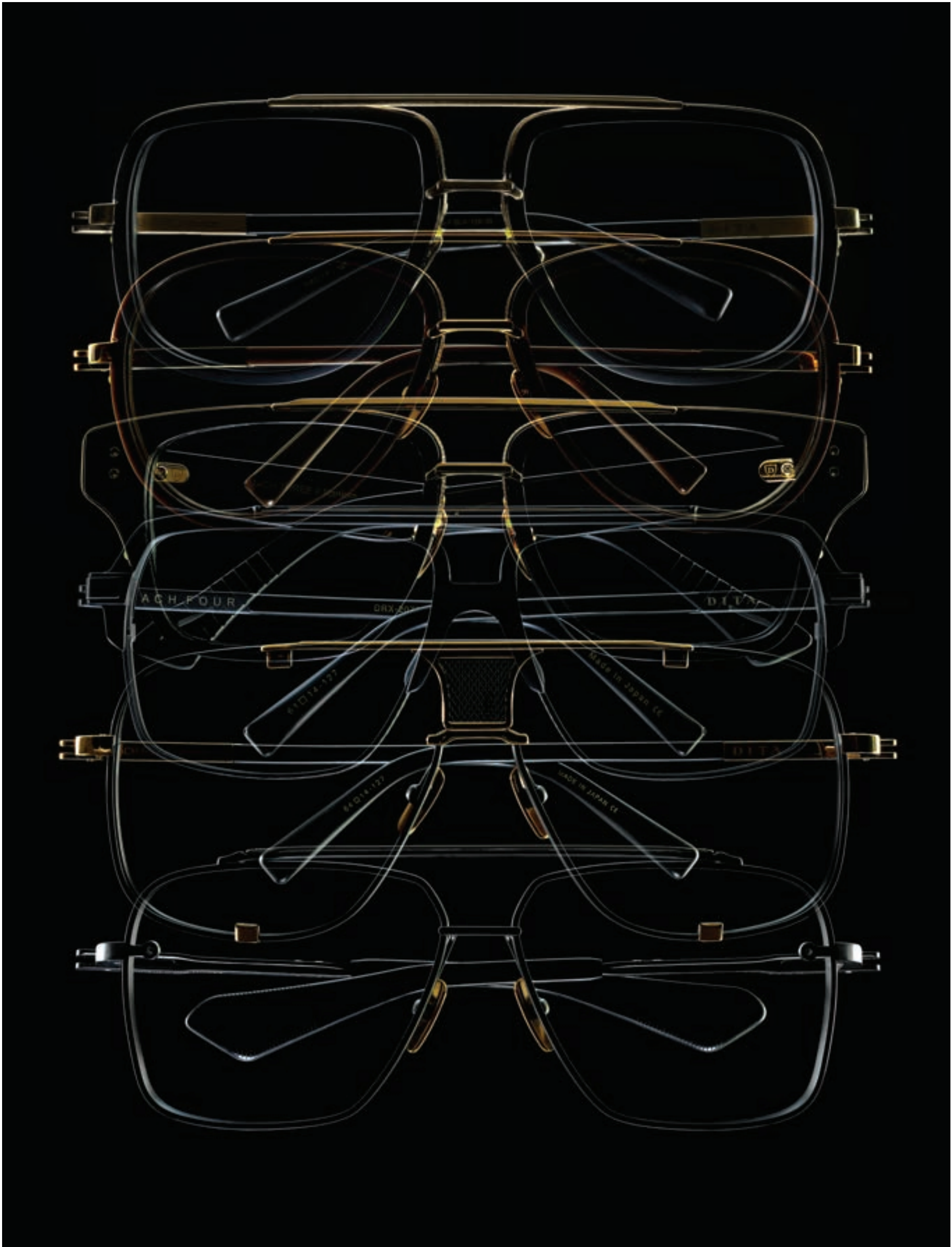
From innovating ultra-thin acetates in the DITA-FEATHERLIGHT collection, to luxurious titanium and custom hardware, or the character frames defined within the DITA-SERIES collection, the list of DITA's innovations in eyewear is unrivaled, offering a vision for the future as memorable as it's past. Our heritage speaks for itself: a culture that transcends convention.



**OVER 20 YEARS OF INNOVATION,
IN THREE UNIQUE COLLECTIONS.**

OFFERING A VISION FOR THE FUTURE
AS MEMORABLE AS OUR PAST.

DITA-SERIES / DITA-FEATHERLIGHT / DITA-LAMINATE



DITA-SERIES

EVERY FRAME AN ICON.

Timeless yet of time, every DITA-SERIES frame is a unique character with its own story, its own personified traits. DITA-SERIES eyewear captures a singular moment of inspiration that will endure the test of time. One in a lineage of excellence, each DITA-SERIES frame aligns with a visionary archetype; one we might all find inside of us if we bravely pursue it.

STATESMAN-SERIES

Ever since the technical advances in sound & moving images of the 1930s Hollywood has been one of the most visible and controversial businesses in America, The “Statesman” is a frame celebrating Hollywood’s Golden Age of creativity, contention, and timeless iconic style.

Balancing east and west in perfect harmony, DITA frames are manufactured by artisans and craftsmen who have spent decades perfecting their crafts. Revered for their incomparable skill and unwavering attention to detail, these modern-day masters transform the world’s finest acetates and metals into luxurious eyewear with a genuine soul. Our word is our bond, so we proudly print the word DITA on every frame as your guarantee of originality, quality and authenticity.







MACH-FIVE

Ever since the international rise in popularity of single-seat racing in the 1950s, the world has been captivated by pushing the limits of automotive engineering and design.

This extension of the “Mach” series continues DITA’s passion for the world of automotive racing and vehicle design that are built with advanced construction methods and superb materials. As the fifth iteration in the series, the Mach-Five draws inspiration from the design language of modern super-cars and the ultra-fast speed of their competitive set. These are boundary pushing vehicles that can attain speeds from 0 to 100 km/h in 2.5 seconds, and maximum torque of over 1,400 Nm.

With a 6-Base Lens that sleekly conforms to your face the Mach-Five features a stunning array of gorgeous details including titanium temples and eye rims etched with DITA's iconic diamond pattern. These highly engineered frames are designed with DITA's signature step down lens feature with a titanium mesh nose bridge- a nod to iconic grille designs seen on the front fascia of modern super-cars. UVA and UVB blocking lenses are designed with split second decision in mind making for precise and robust eyewear to meet the most stringent demands of high performance driving. The Mach-Five's distinct lens and architectural temple design draws unmistakably on the Mach legacy and established design that ignites the same intensity that only the finest cars, boats and planes can trigger.

Mach-Five
black - rose gold titanium + dark brown
gradient w/ gold flash

FALL/WINTER 2016



DITA'S MACH-SERIES EMBODIES THE PRECISION, SPEED AND MECHANICS OF HIGH-END SUPER-CARS.



MACH-SERIES

The DITA-MACH series is inspired by the high-octane world of automotive racing and the design of the world's most desirable cars, boats and planes. Ever since the international rise in popularity of single-seat racing in the 1950s, the world has been captivated by pushing the limits of automotive engineering and design.

The DITA-MACH series is realized with advanced constructed methods and only the finest materials that pay tribute to the master craftsmanship of these astounding machines.

MACH-SIX

A CELEBRATION OF SPEED

MACH-SIX

Stripped of ornamentation and obsessed with the details, the 6th iteration of the MACH-SERIES represents the culmination of a two-year design review that reaffirms DITA's obsession with automotive design and the art of speed. This extension of the MACH-SERIES continues DITA's passion for the world of automotive racing and vehicle design that are built with advanced construction methods and superb materials.

DESIGN THAT FINDS BEAUTY IN PURPOSE: Minimalism in speed. The Mach-Six lens is mounted on top of the lens rim giving an uninterrupted appearance and affixed with DITA's hex screws.

CRAFTSMANSHIP THAT CELEBRATES THE UNSEEN: Crafted in titanium, the Mach-Six features a forked temple hinge with DITA's hex screws securing the temple to the frame's chassis. A sleek, dual-titanium brow bar echoes the mechanical design of the hinge while allowing multiple titanium colors to be mounted.

CULTURE THAT TRANSCENDS CONVENTION: Inspired by speed and relentlessly minimalistic: the Mach-Six charts a fearless new course for DITA's celebrated capsule of racing-inspired eyewear.







DITA-LAMINATE

ACETATE SKIN. STEEL SOUL.

Time is no object in the construction of every pair of DITA-LAMINATE frames. It takes our master craftsmen longer to craft each one. DITA-LAMINATE frames are milled, plated, and laminated with a unique manufacturing technique that revels in contrast—pairing the strength of Stainless steel with the iconic silhouette of an acetate frame. The result of this process is a lightweight, extremely thin, durable eyewear.

DITA-LAMINATE

AN INNOVATIVE
STAINLESS-STEEL METAL CORE
LAMINATION TECHNIQUE

DITA-LAMINATE
PRODUCT CHARACTERISTICS

- Blade thin profiles with some styles as thin as 2.3mm
- Thinner than our traditional acetate frames
- Technical acuity: there are a limited number of factories capable of perfecting this technique

DITA-LAMINATE
CREATION PROCESS

1. Starts with a stainless steel sheet that is chemically etched with a pattern
2. Stainless steel is plated in a finish
3. Steel is then poured and laminated between 2 sheets of acetate

TORUS

Exceptional materials and groundbreaking technology converge in Torus, a sleek acetate round frame inspired by the strength and beauty of Japanese arts and crafts.

The circle is revered as a symbol of harmony and regeneration. From the ritualistic stone circles of Nonakado and Oshoro in northern Japan to the placid sculpted basins of the Ryoanji temple in Kyoto, Japanese artisans have long marveled at the splendor of a perfect circle. Torus drew inspiration from the intricate circular pendants forged by ancient Japanese jewelers, many of which have endured for centuries.

Though minimal in form, Torus employs technology to achieve its slender proportions. The frame’s internal steel panel is etched to evoke tatara, an ancient Japanese ironworking technique that enabled the earliest blacksmiths to forge elaborate tools and crafts using clay blast ovens. This etching technique serves a practical modern-day purpose as well. As part of the DITA-Laminate series, the panel is laminated between two sheets of thin acetate, resulting in strong yet lightweight frames.

SPECIFICATIONS:

- DITA-LAMINATE FRAME: CUSTOM LASER-ETCHED STAINLESS STEEL INTERNAL CORE ENCASED IN LAMINATED ACETATE
- ULTRA-THIN & LIGHTWEIGHT PROFILE
- INTEGRATED ACETATE NOSEPADS
- TITANIUM TEMPLES
- DITA’S UNIQUE HEX SCREW HINGES
- 100% UVA AND UVB PROTECTED LENSES WITH ANTI-REFLECTIVE COATING

(right page) Torus detail





DITA-FEATHERLIGHT

LIGHT. THIN. STRONG.

Lightness is the ultimate luxury with DITA-FEATHERLIGHT frames. In the pursuit of near weightlessness, a demanding, heat-tempering manufacturing process results in a frame weighing less than traditional acetate frames. Ultra-thin at 2.5 Millimeters, DITA-FEATHERLIGHT frames sacrifice neither durability nor strength. With your unprecedented comfort in mind, DITA-FEATHERLIGHT frames are engineered upon a belief that a bold presence need never be a heavy one.

INNOVATING ULTRA-THIN
ACETATES IN OUR
FEATHERLIGHT COLLECTION

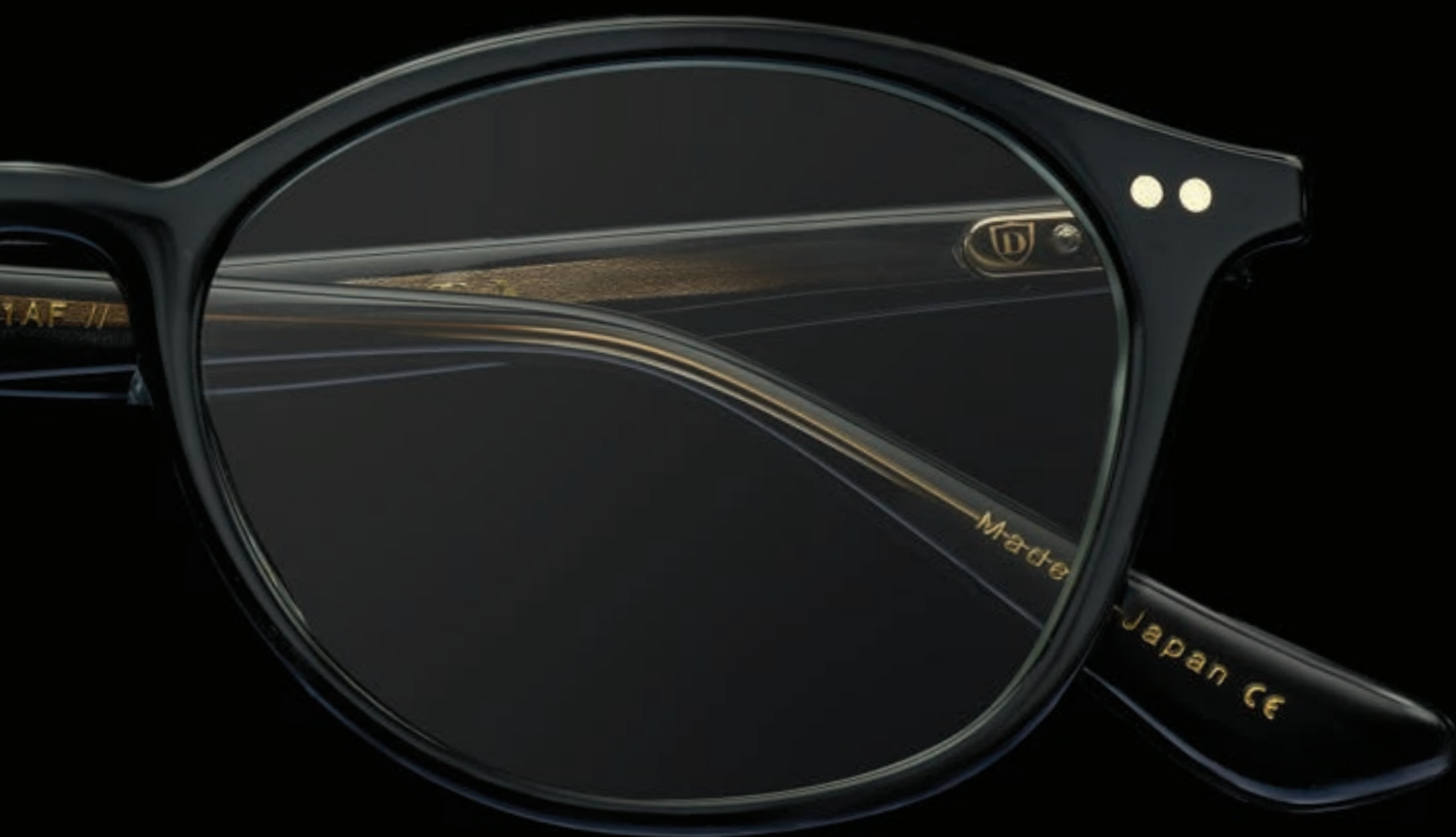
DITA-FEATHERLIGHT
PRODUCT CHARACTERISTICS

- The frames weigh significantly less than a traditional acetate frame.
- This lightweight technique is perfect for optical frames which are worn all day.
- Special manufacturing technique allows for thinness and durability.

DITA-FEATHERLIGHT
CREATION PROCESS

- 1) Specialized heat-treated acetate and tempering method allows for super thin and light acetate cross-sections where normal acetate would warp and be susceptible to breaking.
- 2) Since the frame's silhouette is so thin, the milling of the acetate must be extremely precise.







CELEBRATING INDIVIDUALS WHO TOGETHER, STAND APART.

DITA WEARERS ARE UNITED BY A GLOBAL APPRECIATION
OF DESIGN, CRAFT AND CULTURE.

NO MATTER WHERE YOU ARE IN THE WORLD FROM
AFRICA TO SWEDEN, INDIVIDUALS WEARING A DITA FRAME
CAN SAY HELLO TO ANOTHER DITA WEARER AND CREATE AN
INSTANTANEOUS CONNECTION.

WITNESS THIS UNIQUE BRAND PHENOMENON ON
[DITACHALLENGE.COM](https://ditachallenge.com)

DITA
A CATEGORY OF ONE



WARM MINIMALISM

THE DITA FLAGSHIP EXPERIENCE

DITA FLAGSHIP
EXPERIENCE:

WARM
MINIMALISM

NATURAL MATERIALS
AND MODERN FORMS

Modernism in both art and architecture are often concerned with the desire to break with traditional forms and manners of expression, through the discovery of artistic truths (or ‘insights’). At its best, it enables a new freedom of expression to artists and designers. At its worst, it has simply taken the form of style: a dispassionate and cold reductionism.

Many contemporary artists and designers, deem context and tradition irrelevant, choosing to take a purely personal approach to their craft. DITA Flagship stores takes an exception to this reductionist approach to modernism, choosing context and tradition as the foundation of the environment.

Conceived as one-part optical laboratory, one-part showroom, the space balances an ascetic strength, with textural and sculptural details. The design philosophy was informed by the concept of ‘Warm Minimalism’ a balance of natural materials and modern forms.

Japan’s rich history of craft, design, and culture has informed DITA’S work since the inception of the brand. This flagship is more than just a celebration of contemporary design — it’s an opportunity for patrons to experience DITA’s innovative products and craftsmanship like never before.

Sculptural displays and the juxtaposition materials reign supreme underscoring DITA’s appreciation of craft with inspiration being drawn from Japan’s influence on European design in the first half of the 20th century. Initial research included movements such as the Vienna Succession all seen through a contemporary lens.













*Kaneko Building 1F,
5-8-8 Minami-Aoyama,
Minato-Ku, Tokyo*

DITA AOYAMA



THE VANGUARDS

OUR COLLABORATIONS



DITA EYEWEAR FOR BORIS BIDJAN SABERI

INSPIRED BY THE WORLD OF HIGH-ALTITUDE ALPINE CLIMBING AND
THE INDUSTRIAL PHYSICALITY OF WELDING GLASSES.



*Dita Eyewear for
Boris Bidjan Saberi*

minimalist titanium unibody frame
engineered with a nearly invisible
friction based rimlock



UNITED BY A MUTUAL
RESPECT OF CRAFTSMANSHIP
AND INNOVATION

ABOUT BORIS BIDJAN SABERI

Boris Bidjan Saberi is a half German, half Persian menswear designer born on September 11, 1978 in Munich, Germany, to a Persian father and a German mother. These biographical factors play a fundamental role in Boris's formation: they combine dual systems such as West/Middle East traditions and form/formless garments with the designer's passion for numerology. 11 is in fact the symbolic trademark of the brand and the name of Saberi's additional line.

In 2007 Saberi launched his eponymous label, establishing his atelier in a place that fully represents the designer's complex philosophy. In the frame of Monistrol de Montserrat, Saberi settles his first headquarter, later transferred in Barcelona. Monistrol as well as the current atelier stand for the geographical exemplifications of a secular spirituality, as in these industrial archaeology sites Boris develops the outlines of his alchemist laboratory for contemporary investigations.

Following the inception of the brand, Boris Bidjan Saberi began participating in the official Paris Fashion Week calendar where he nowadays presents his collections. The label increased a distinctive attention for functional qualities, whilst maintaining a strong connection to urban roots. Since 2014, Boris Bidjan Saberi is an official member of the Chambre masculine of the Federation Française de la Couture.

The designer matures a peculiar clothing language through the celebration of his innate heritage between European and Middle-Eastern culture. It is therefore the burst of an instinctive primitiveness in which raw materials and accurate tailoring fuse together.







DITA EYEWEAR FOR DITA VONTEESE
A COLLABORATION FOR THE MODERN FEMME TOTALE

SEEING DOUBLE IN
DITA EYEWEAR
FOR DITA VON TEESE.

A COLLABORATION FOR THE
MODERN FEMME TOTALE.

DITA EYEWEAR is thrilled to announce an exciting new collaboration with the ever-daz-zling Queen of Burlesque, DITA VON TEESE, as they bring a fresh twist to iconic eyewear. The bridgeless cat-eye frame, rendered in lightweight titanium and appointed with contemporary details, represents the convergence of two creative talents at the peak of their influence.

Dita Von Teese is uniquely suited to the challenge of revitalizing the classically styled frames with an exquisite modern twist. “The cat-eye is a well-worn style, a silhouette that rarely transcends the era in which it was created,” she explained. “My goal was to keep within the spirit of the 1950’s, but to craft our version in a slick, new way as a secret weapon for the modern Femme Totale.”

High-end craftsmanship and technology from DITA EYEWEAR’s creative studio provided the tools to achieve a distinctive new shape for the landmark partnership. A slender expanse of titanium spans the brow in a single, sinuous line, stripping away extraneous elements for the illusion of a floating lens. Sculptural details, from the hinge mount to harlequin-point titanium temples, were inspired by selections from Von Teese’s vast collection of vintage couture and curiosities.

SPECIFICATIONS:

- TITANIUM INLAID FRAME WITH TITANIUM LENS RIMS HELD BY NYLAR
- TITANIUM TEMPLES
- ACETATE TEMPLE TIPS
- CUSTOM TITANIUM NOSEPADS
- 100% UVA AND UVB LENS WITH ANTI-REFLECTIVE COATING
- MADE IN JAPAN

TEMPLE LENGTH — 143 MM
LENS WIDTH — 56 MM
NOSE BRIDGE LENGTH — 14 MM
LENS BASE — 2 BASE LENS

