

doubleice

E Y E W E A R   C O N C E P T

LOOKBOOK EYEWEAR  
READING/SUN



# doubleice

## UNA STORIA CONTROCORRENTE

Dal 2005 **Doubleice** rivoluziona il concept dell'occhiale da lettura, normalmente caratterizzato da una forte tendenza all'omologazione, trasformandolo in un accessorio non solo funzionale, ma bello e alla moda.

L'idea innovativa viene portata avanti da una squadra in rosa che, per formazione e provenienza familiare, ha ereditato competenze e professionalità di una lunghissima tradizione che risale agli anni '50.

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## A REVOLUTIONARY STORY

Since 2005 Doubleice has been revolutionizing the concept of reading glasses, which normally feature standardized designs, by transforming them into accessories that are not just functional but beautiful and fashionable as well.

This innovative idea is carried forward by a female team whose members have inherited their family's tradition of expertise and professionalism dating back to the 1950s.



## IL LUSSO DEMOCRATICO DEMOCRATIC LUXURY

IL LUSSO DI POTER CAMBIARE  
DI VOLTA IN VOLTA FORME E COLORI

**Un occhiale per tutti**, dove design e moda si fondono con il buon gusto in un perfetto equilibrio tra qualità, originalità ed eleganza.

Ispirato, diverso dal solito, dalla **spiccata personalità, chic, alla moda**, ma anche **funzionale**. Una rivoluzione colorata pensata per chi cerca il giusto abbinamento con il proprio outfit o, perché no, con il mood del giorno.

THE LUXURY TO CHANGE  
SHAPES AND COLORS TIME AFTER TIME

**Eyeglasses for everyone** where design and fashion combine with good taste in a perfect balance between quality, extravagance and elegance. Inspired, different, **flamboyant, classy, fashionable**, but also **functional**. A colorful revolution for those seeking a perfect match with their outfits or, why not, with the mood of the day.



## UN MONDO A COLORI A COLORFUL WORLD

ENJOY YOUR EYES  
UN MONDO COLORATO E ALTERNATIVO

Un eccentrico mix di ispirazioni vintage, tipiche del Pop anni '60,  
e linee futuriste danno vita alle forme audaci e colorate  
della nuova collezione Doublestyle.

Uno stile unico e divertente, dove il colore è protagonista  
e in continua trasformazione.

Il colore è cosa hai fatto ieri.

Il colore è come ti vesti oggi.

Il colore è il viaggio che vivrai domani.

ENJOY YOUR EYES  
AN ALTERNATIVE, COLORFUL WORLD

An eccentric vintage-inspired mix typical of the Sixties pop scene,  
and futurist designs characterize the bold,  
colorful shapes of the new Doublestyle collection.  
A unique, fun style, starring ever-changing colors.

Color is what you did yesterday.

Color is what you're wearing today.

Color is the journey you will make tomorrow.

TODAY I WANT A

*Cocktail*



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ENJOY YOUR EYES

# Cocktail

## COLOR IS TRENDY

Moda e stile, un cocktail di colori per essere sempre super trendy!

## COLOR IS TRENDY

Fashion and style, a cocktail of colors to always be super trendy!

### READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



COBLU  
BLUE MARGARITA



COBLA  
BLUE LAGOON



COPK  
STRAWBERRY CREAM



SPBL  
LIQUORICE



COCL  
CHOCOLATE RUM



COBR  
CASABLANCA



COGR  
MOJITO



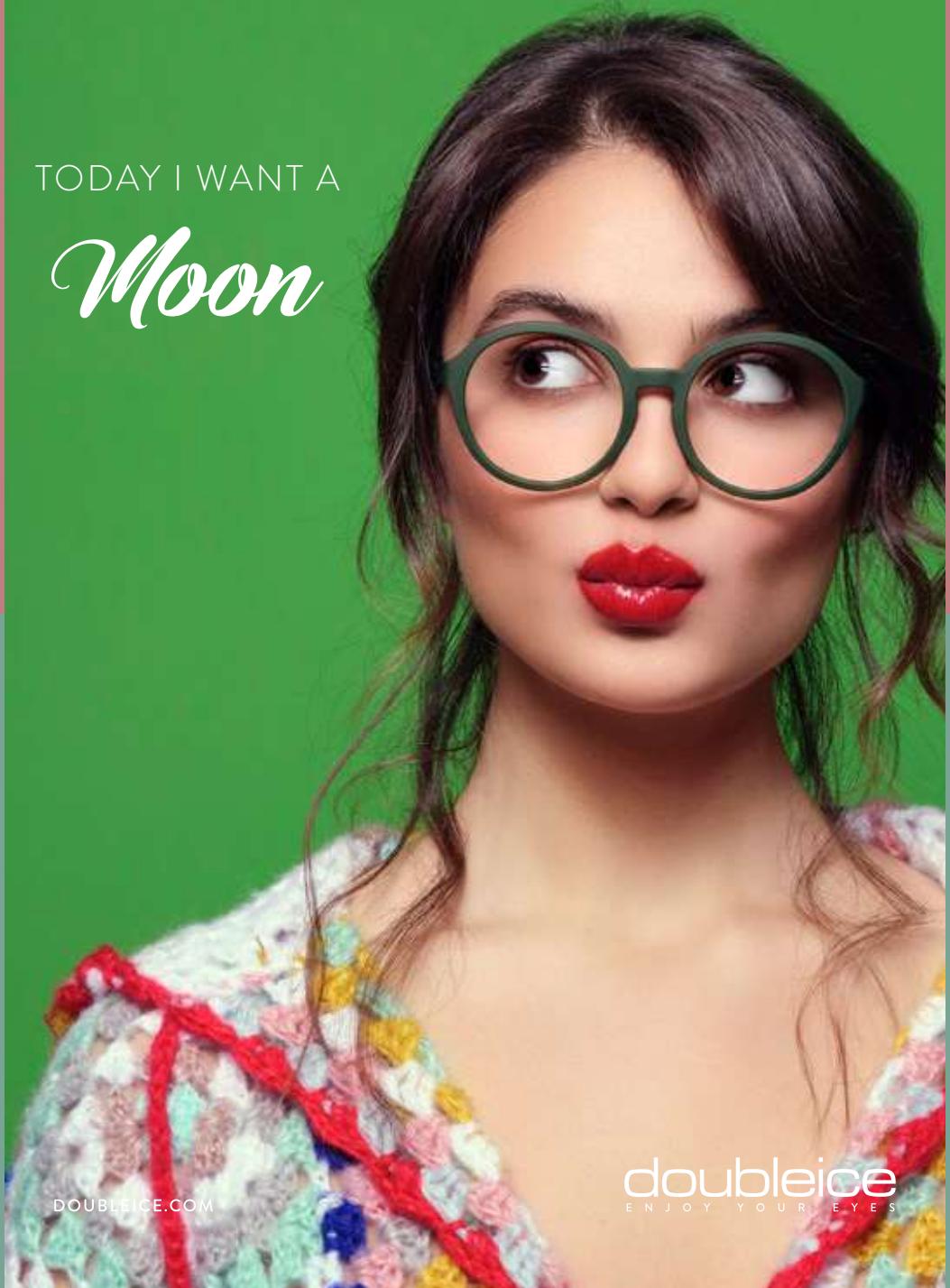
COPE  
PEACH TREE



PACKAGING

TODAY I WANT A

*Moon*



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ENJOY YOUR EYES

# Moon

## COLOR IS THINKING

Un pensiero stuzzicante, dolce e invitante come i colori di questo modello super femminile.

## COLOR IS THINKING

An appetizing, sweet and inviting thought like the colors of this super feminine model.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



MOGY  
GREY



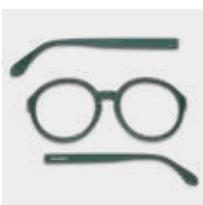
MOBLU  
BLUE



MOPU  
RED



MOPK  
PINK



MOGN  
GREEN



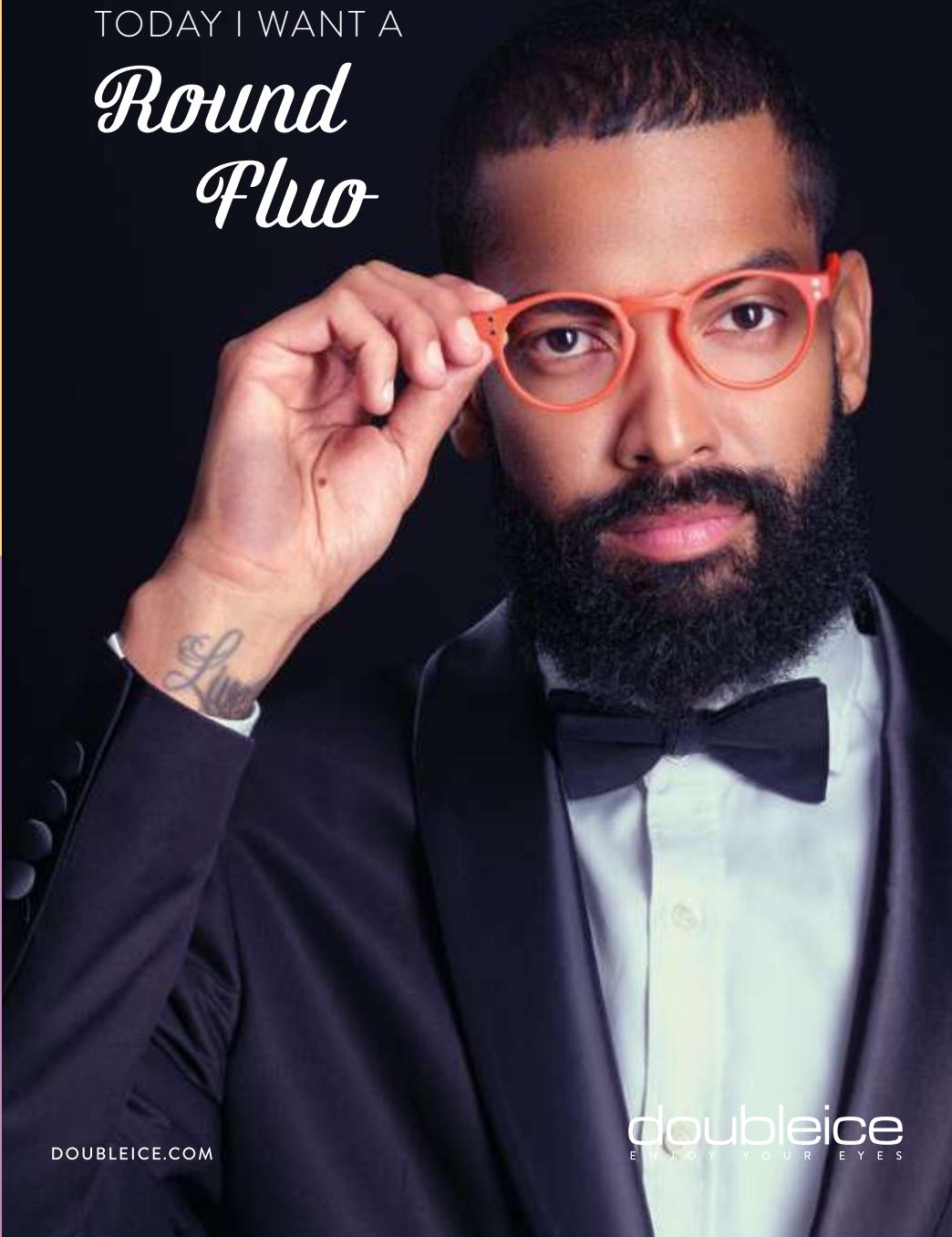
MOVI  
VIOLET



PACKAGING

TODAY I WANT A

*Round  
Fluo*



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ENJOY YOUR EYES

# Round Fluo

## COLOR IS ELEGANCE

Stile ed eleganza senza tempo si uniscono a colori Fluo dal carattere deciso.

## COLOR IS ELEGANCE

Timeless style and elegance are combined with Fluo colors with a strong character.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



RRFBLU  
BLUE



RRFOR  
ORANGE



RRFPK  
PINK



RRFYW  
YELLOW



PACKAGING

TODAY I WANT

# Bloom



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ENJOY YOUR EYES

# Bloom

## COLOR IS BLOOMING

Il bacio di un petalo morbido e setoso.  
La bellezza di una rosa che fiorisce unita  
a un'eleganza senza tempo.

## COLOR IS BLOOMING

The kiss of a soft and silky petal.  
The beauty of a blooming rose together  
with a timeless elegance.

### READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



BOGN  
IVY



BOBLU  
IRIS



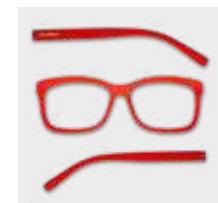
BOPP  
RED ROSE



BOBL  
BLACK ROSE



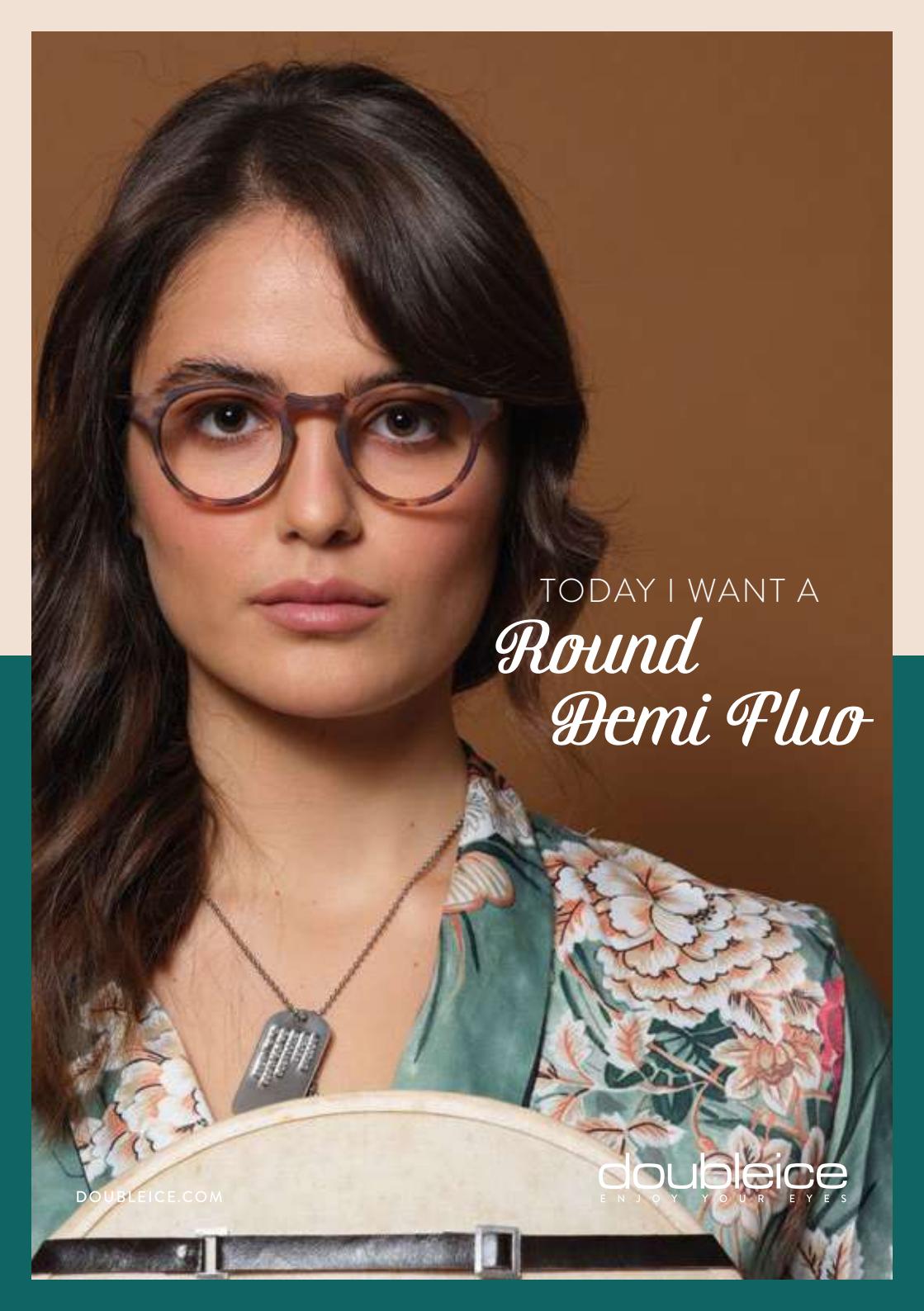
BOFU  
PINK PEONY



BORE  
RED POPPY



PACKAGING



TODAY I WANT A  
*Round  
Demi Fluo*

DOUBLEICE.COM

doubleice  
ENJOY YOUR EYES

# Round Demi Fluo

COLOR IS FREEDOM

Un look per un'anima libera.

La possibilità di scegliere ogni giorno  
chi vuoi essere.

COLOR IS FREEDOM

A look for a free attitude.

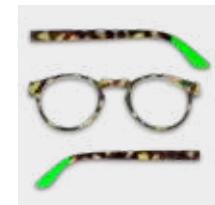
The possibility to choose who  
you want to be every day.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



RRFBY  
BLACK YELLOW



RRFTG  
GREEN TURTLE



RRFTO  
ORANGE TURTLE



RRFCP  
CRYSTAL PINK



RRFCB  
CRYSTAL BLUE



PACKAGING

TODAY I WANT TO BE A

# Panthera



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ENJOY YOUR EYES

# Panthera

COLOR IS FORTITUDE

Date a una donna l'occhiale giusto  
e conquisterà il mondo.

COLOR IS FORTITUDE

Give a woman the right glasses  
and she will conquer the world.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



PABL  
BLACK



PABL  
BLUE



PATU  
TURTLE



PAGY  
COOL GREY



PARE  
RED



PASA  
SAGE GREEN



PAVI  
VIOLET



PAYW  
YELLOW



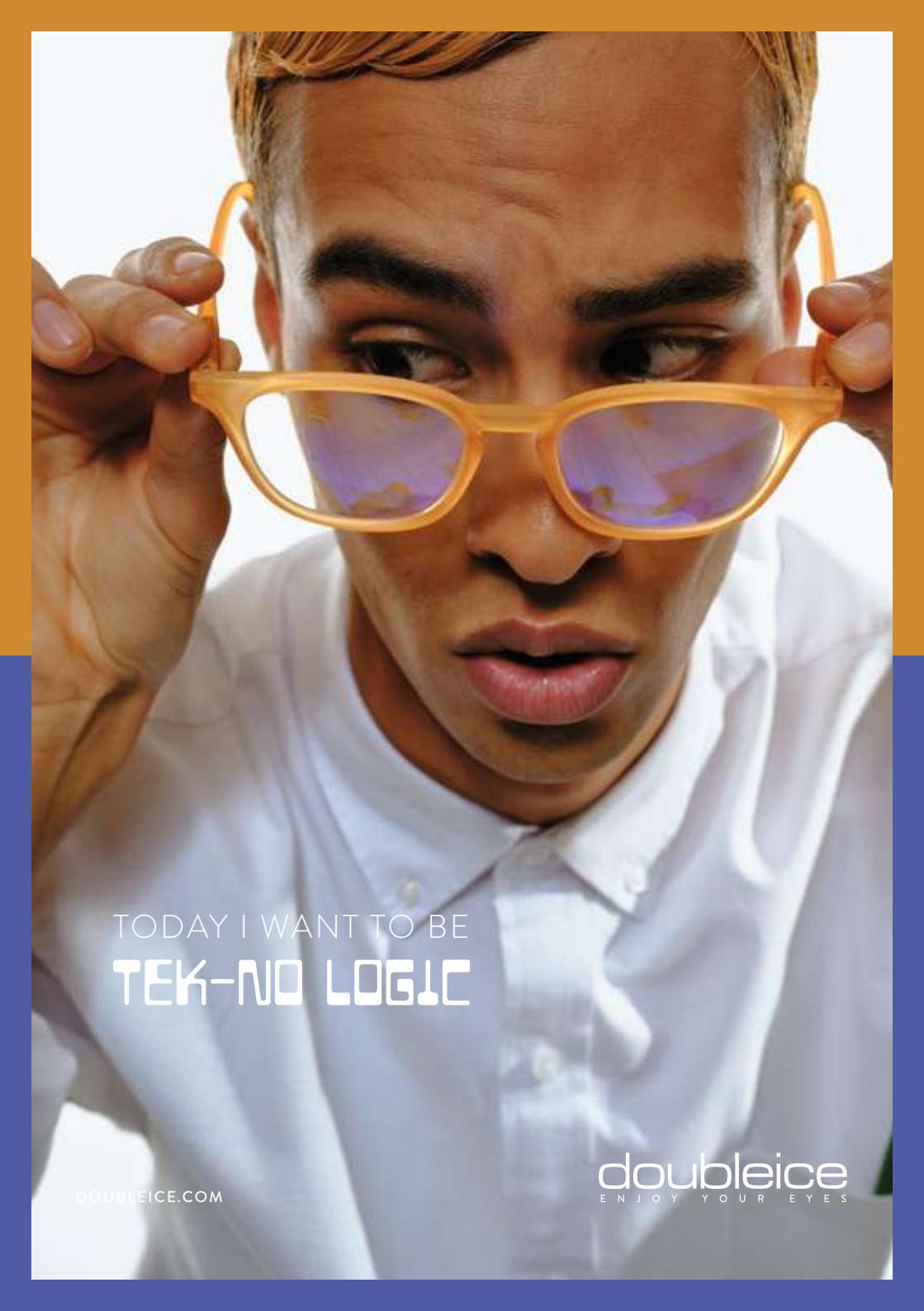
PACKAGING



PALB  
LIGHT BLUE



PAFU  
FUXIA



TODAY I WANT TO BE  
**TEK-NO LOGIC**

DOUBLEICE.COM

**doubleice**  
ENJOY YOUR EYES

# TEK-NO LOGIC

## COLOR IS THE FUTURE

Non è necessario essere nerd per indossare i nostri Tek-no Logic!

## COLOR IS THE FUTURE

You don't have to be a nerd to wear our Tek-no Logic!

### READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



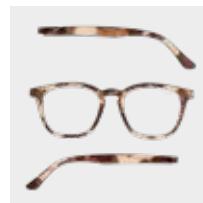
TEKYW  
YELLOW



TEKRE  
RED



TEKBLU  
BLUE



TEKTU  
TURTLE



Le lenti hanno uno speciale trattamento che protegge dalla luce blu degli schermi dei dispositivi digitali (PC, Tablet, Smartphone, TV).

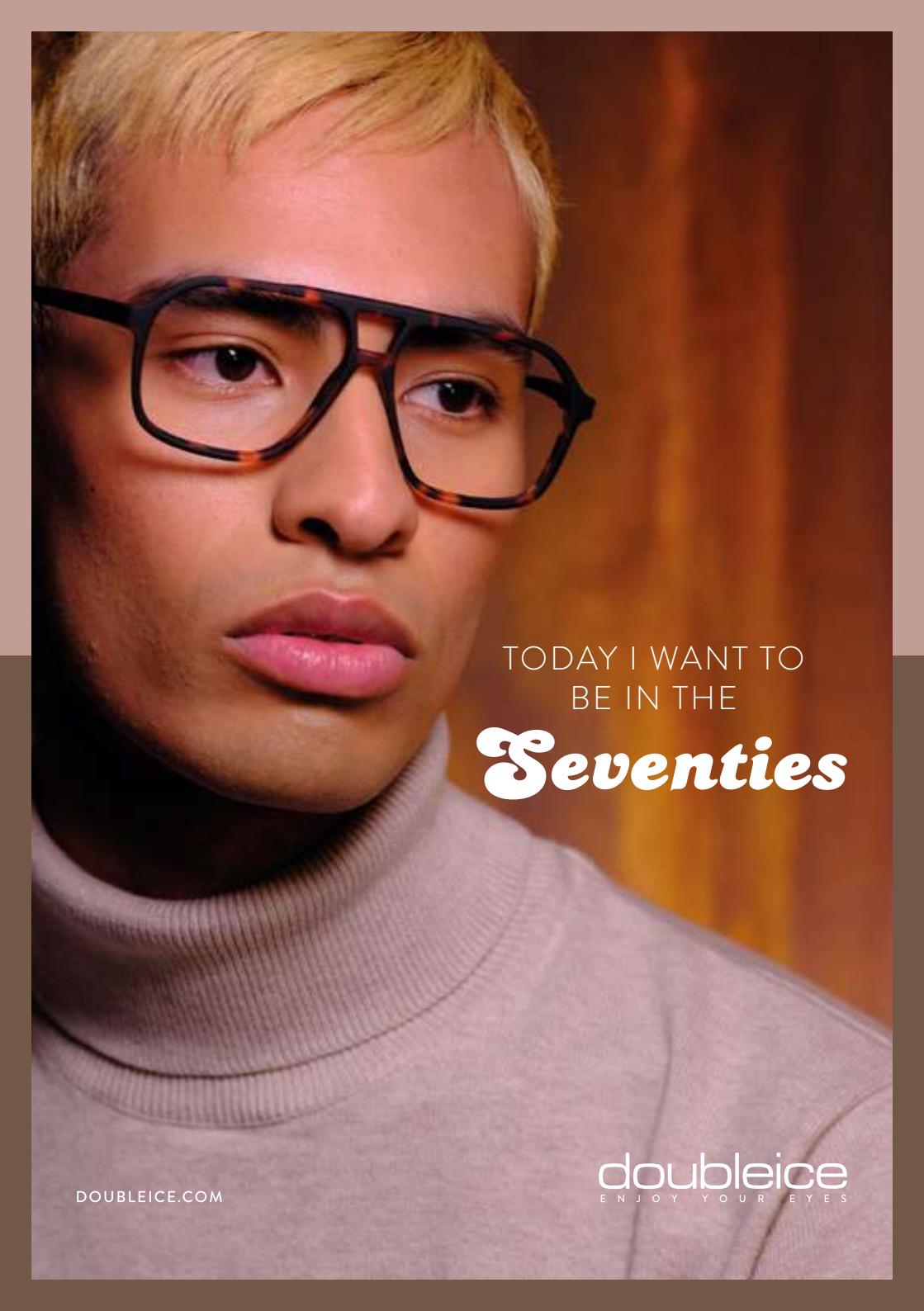
Blue light blocking glasses have specially crafted lenses that are said to block or filter out the blue light given off from digital screens (PC, Tablet, Smartphone, TV).



PACKAGING



BUSTINA "I'M GREEN"

A close-up, slightly angled portrait of a person's face. They have short, light-colored hair and are wearing large, dark-framed glasses with a thick black border. Their eyes are dark and looking directly at the viewer. They are wearing a light-colored, ribbed turtleneck sweater. The background is a warm, out-of-focus orange and yellow.

TODAY I WANT TO  
BE IN THE

***Seventies***

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ENJOY YOUR EYES

# Seventies

COLOR IS THE PAST

La collezione dall'animo vintage  
e intramontabile.

COLOR IS THE PAST

The collection with a vintage  
and timeless soul.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



SEVYW  
YELLOW



SEVBL  
BLACK



SEVPU  
PURPLE



SEVTU  
TURTLE



PACKAGING



BUSTINA "I'M GREEN"

TODAY I WANT TO BE IN  
**WONDERLAND**



DOUBLEICE.COM

**doubleice**  
ENJOY YOUR EYES

# WONDERLAND

COLOR IS CURIOSITY

Aprire gli occhi per scoprire  
la meraviglia nella natura.

COLOR IS CURIOSITY

Open the eyes to discover  
the wonder in nature.

## READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



WLBPE  
BLUE PEACOCK



WLBFU  
BUBBLE GUM



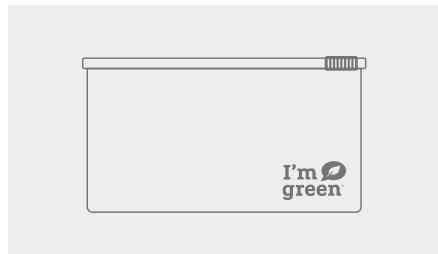
WLBBL  
BLACK TEA

Questo occhiale è BIO BASED,  
parzialmente derivato da una pianta.  
Il nostro primo modello con montatura  
composta al 45% da olio di ricino.  
Rilsan® Clear G850 Rnew®

This eyewear is BIO BASED,  
partially derived from a plant.  
Our first model with a frame composed  
by 45% of castor oil.  
Rilsan® Clear G850 Rnew®



PACKAGING



BUSTINA "I'M GREEN"



TODAY I WANT TO READ A

# Memoir

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doubleice  
ENJOY YOUR EYES

# Memoir

COLOR IS YOUR STORY

Un Memoir per scrivere  
di sé stessi con autenticità.

COLOR IS YOUR STORY

A Memoir to write about  
themselves with authenticity.

## READING

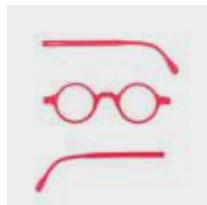
+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



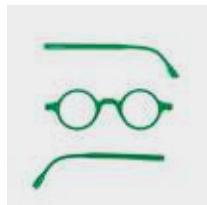
MEMBL  
VICTOR BLUE



MEMYW  
JAMES YELLOW



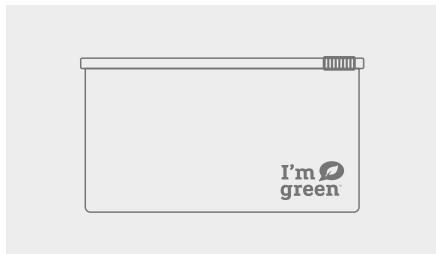
MEMRE  
ERNEST RED



MEMGN  
OSCAR GREEN



PACKAGING



BUSTINA "I'M GREEN"



TODAY I WANT TO GO WITH THE  
**FLOW**

DOUBLEICE.COM

**doubleice**  
ENJOY YOUR EYES

# FLOW

## COLOR IS FLOWING

La perfetta sintonia tra ispirazione retrò ed estetica essenziale per vivere il continuo cambiamento in armonia.

## COLOR IS FLOWING

The perfect balance between retro inspiration and essential aesthetics to live the continuous change in harmony.

### READING

+0.00 - +1.00 - +1.50 - +2.00 - +2.50 - +3.00



FLBLU  
FLUID BLUE



FLGY  
SINUOUS GREY



FLOR  
SMOOTH ORANGE



FLPK  
SOFT PINK



PACKAGING



BUSTINA "I'M GREEN"

TODAY I WANT A

*Cocktail*



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ENJOY YOUR EYES

# Cocktail

## COLOR IS REFRESHING

I colori di una calda giornata estiva.  
Un fresco Cocktail per saziare la tua sete  
d'estate.

## COLOR IS REFRESHING

The colors of a hot summer day.  
A refreshing cocktail to satisfy  
your desire for summer.

## S U N



COGRS  
MOJITO



COPES  
PEACH TREE



COBLUS  
BLUE MARGARITA



COBRS  
CASABLANCA



COPKS  
STRAWBERRY CREAM



COBLS  
LIQUORICE



COCLS  
CHOCOLATE RUM



COBLAS  
BLUE LAGOON



PACKAGING

TODAY I WANT A

*Moon*



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ENJOY YOUR EYES

# Moon

## COLOR IS BREAKFAST

Un look avant-garde dai colori intensi,  
per gustarsi un dolce momento con stile.

## COLOR IS BREAKFAST

An avant-garde look with intense colors,  
to enjoy a sweet moment stylishly.

## S U N



MOGYS  
GREY



MOBLUS  
BLUE



MOPUS  
RED



MOPKS  
PINK



MOGNS  
GREEN



MOVIS  
VIOLET



PACKAGING

TODAY I WANT A

*Round Fluo*



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ENJOY YOUR EYES

# *Round Fluo*

COLOR IS NEVER ENOUGH

Impossibile rinunciare al vero

must have dell'estate.

Round fluo: un occhiale tira l'altro.

COLOR IS NEVER ENOUGH

Impossible to renounce summer's

true must-have.

Round fluo: one leads to another.

---

S U N



RSFBLU  
BLUE



RSFPK  
PINK



RSFOR  
ORANGE



RSFYW  
YELLOW



PACKAGING

A woman with short dark hair and a bright smile is the central figure. She wears large, round, dark sunglasses and a vibrant, multi-colored striped shirt with a metallic belt. A hand holds a blue cocktail glass above her head, partially obscuring her hair. The background is a soft, out-of-focus teal.

TODAY I WANT A  
*Round  
Demi Fluo*

DOUBLEICE.COM

doubleice  
ENJOY YOUR EYES

# *Round Demi Fluo*

COLOR IS FREEDOM

Un look per un'anima libera.

La possibilità di scegliere ogni giorno  
chi vuoi essere.

COLOR IS FREEDOM

A look for a free attitude.

The possibility to choose who  
you want to be every day.

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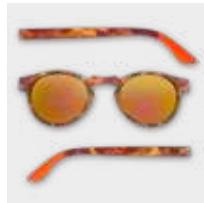
S U N



RSFBY  
BLACK YELLOW



RSFTG  
GREEN TURTLE



RSFTO  
ORANGE TURTLE



RSFCP  
CRYSTAL PINK



RSFCB  
CRYSTAL BLUE



PACKAGING

A close-up photograph of a woman's face. She is wearing large, white, cat-eye style sunglasses. Her hair is dark and pulled back. A hand wearing a black glove is visible on the right side of the frame, touching her cheek and chin. The background is a solid yellow.

TODAY I WANT TO BE A  
*Panthera*

DOUBLEICE.COM

doubleice  
ENJOY YOUR EYES

# Panthera

COLOR IS FORTITUDE

Date a una donna l'occhiale giusto  
e conquisterà il mondo.

COLOR IS FORTITUDE

Give a woman the right glasses  
and she will conquer the world.

---

S U N



PABLS  
BLACK



PABLUS  
BLUE



PATUS  
TURTLE



PAGYS  
COOL GREY



PARES  
RED



PASAS  
SAGE GREEN



PAVIS  
VIOLET



PAYWS  
YELLOW



PACKAGING

A black and white photograph of two women's faces. The woman on the left is shown from the chest up, wearing large, light-colored, square sunglasses and a white tank top. The woman on the right is shown from the nose up, wearing large, dark red, square sunglasses and red lipstick. They are set against a dark, textured background.

TODAY I WANT  
TO BE IN THE

# Seventies

DOUBLEICE.COM

doubleice  
ENJOY YOUR EYES

# Seventies

COLOR IS THE PAST

La collezione dall'animo vintage  
e intramontabile.

COLOR IS THE PAST

The collection with a vintage  
and timeless soul.

---

S U N



SEVYWS  
YELLOW



SEVBLS  
BLACK



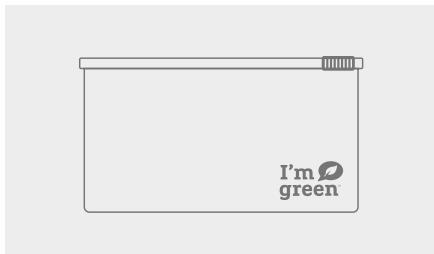
SEVPUS  
PURPLE



SEVTUS  
TURTLE



PACKAGING



BUSTINA "I'M GREEN"

TODAY I WANT TO BE IN  
**WONDERLAND**



DOUBLEICE.COM

**doubleice**  
ENJOY YOUR EYES

# WONDERLAND

COLOR IS CURIOSITY

Aprire gli occhi per scoprire  
la meraviglia nella natura.

COLOR IS CURIOSITY

Open the eyes to discover  
the wonder in nature.

S U N



WLBPE  
BLUE PEACOCK



WLBFUS  
BUBBLE GUM



WLBBLS  
BLACK TEA

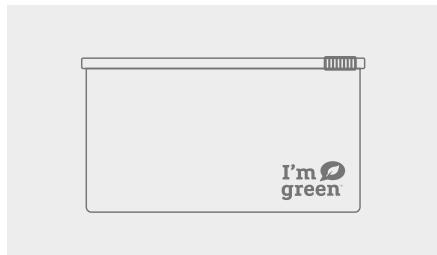


Questo occhiale è BIO BASED,  
parzialmente derivato da una pianta.  
Il nostro primo modello con montatura  
composta al 45% da olio di ricino.  
Rilsan® Clear G850 Rnew®

This eyewear is BIO BASED,  
partially derived from a plant.  
Our first model with a frame composed  
by 45% of castor oil.  
Rilsan® Clear G850 Rnew®



PACKAGING



BUSTINA "I'M GREEN"

A close-up photograph of two women wearing large, square sunglasses. The woman on the left has short, light-colored hair and is wearing dark sunglasses. The woman on the right has shorter, darker hair and is wearing bright orange sunglasses. They are both smiling and looking towards the camera. The background is a soft-focus, colorful gradient.

TODAY I WANT TO GO WITH THE  
**FLOW**

DOUBLEICE.COM

**doubleice**  
ENJOY YOUR EYES

# FLOW

## COLOR IS FLOWING

La perfetta sintonia tra ispirazione retrò ed estetica essenziale per vivere il continuo cambiamento in armonia.

## COLOR IS FLOWING

The perfect balance between retro inspiration and essential aesthetics to live the continuous change in harmony.

## S U N



FLBLUS  
FLUID BLUE



FLGYS  
SINUOUS GREY



FLORS  
SMOOTH ORANGE



FLPKS  
SOFT PINK

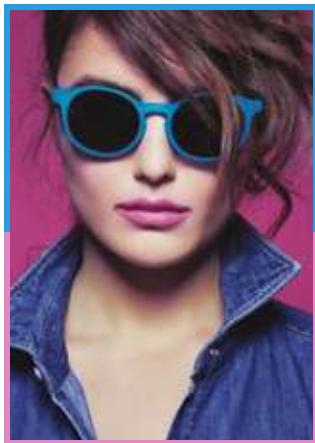


PACKAGING



BUSTINA "I'M GREEN"











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