



## Press Release

### **Excellence in Form and Function**

#### **Architekt Kollektion from ZEISS EYEWEAR receives German Design Award 2019**

AALEN, Germany, 18 January 2019

The ZEISS EYEWEAR Architekt Kollektion received the German Design Award 2019, winning in the Lifestyle and Fashion category. The architect and designer Elmar Gauggel created the eyewear collection started by ZEISS, which is produced and distributed by STEPPER EYEWEAR. The official award ceremony will be held in Frankfurt, Germany, on 8 February.

#### **Technically precise and innovative**

The eight models in the Architekt Kollektion embody what ZEISS stands for: precision, clarity and innovation. The premium craftsmanship and quality underscore the unique design of these glasses. This also impressed the jury, which drew attention to this aspect: "With subtle contours, creative elements and modern materials, the ZEISS EYEWEAR Architekt Kollektion fuses new production techniques with a classic design."

The unisex frames in the collection are equally well-suited for prescription and sunglass lenses. Where do the names come from? The frames were given the first names of famous architects like Toyo (Ito), Zaha (Hadid) and Oscar (Niemeyer) and embody different aesthetic features. With full-rim and semi-rimless as well as circular and rectangular designs represented in the collection, each pair of frames has its own unique identity. Elmar Gauggel, a designer, architect and founder of Labor Weltenbau, has been cooperating with ZEISS since 2004. Gauggel knows the brand inside and out, because he is also responsible for the architectural design of the ZEISS Vision Centers. The painstaking work that goes into perfecting the look of these independent eye care locations is also reflected in the frames from the Architekt Kollektion.

#### **Material and production**

The material and production techniques create a single, harmonious design for each of the approximately 80 different ZEISS EYEWEAR frames in the Architekt Kollektion. While laser-welded titanium is used for some models, others are 3D printed. All frames are produced and distributed exclusively by STEPPER EYEWEAR. The high-precision manufacturing methods and the outstanding production quality of STEPPER EYEWEAR meet ZEISS' stringent requirements concerning quality and technology.



The eyeglass lenses from ZEISS complement the design of the collection in both form and function. No matter which ZEISS lenses consumers select, they will enjoy an optimum vision experience personalized just for them in combination with these outstanding frames.

### **German Design Award**

The German Design Council has presented the German Design Award since 2012. The goal is to discover, showcase and honor unique design trends. This year, there were 46 jury members. The German Design Council is a foundation created in 1953 by the German Parliament. Today, it supports private industry by adding value to brands through design.

#### **Contact for the press**

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#### **About ZEISS**

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future far beyond the optics and optoelectronics industries. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership.

With approximately 30,000 employees, ZEISS is represented in nearly 50 countries, with around 60 of its own sales and service companies and 30 manufacturing and development centers around the globe. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

For more information, please visit [www.zeiss.de](http://www.zeiss.de)

#### **ZEISS Vision Care**

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The area is part of the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.

#### **About STEPPER EYEWEAR Ltd.**

For almost half a century, STEPPER EYEWEAR has made a name for itself as an outstanding brand for eyeglass frames created in close cooperation with eye care professionals. Back in 1961, the company's founder and Master Optician, Hans Stepper, developed an injection molding process to manufacture plastic frames. These products made him a true trendsetter. Since then, the company has leveraged this competitive edge to bring the most advanced eyeglass frames to market. The brand continues to pursue its mission to not only design frames, but also to make fitting these to the wearer's face and thus improving wearer comfort a top priority.

Ongoing investments in technology to improve the design and production as well as working with the latest materials for improving the comfort and fit of its frames constitute this brand's strong unique selling point. This commitment to manufacturing the best products while also maintaining a high standard of service has impressed customers all over the world, earning the trust and loyalty of consumers for decades.

For more information, please visit [www.steppereyewear.com](http://www.steppereyewear.com)

For more information about Elmar Guggel, please visit: [www.laborweltenbau.de](http://www.laborweltenbau.de)