



Rolf Spectacles: natural focus

24th September 2020

Virtual products showcase A classic car – the Vauxhall Velox – and the design of the new walnut Velox style in Rolf Spectacles' Evolved collection. The car, which was in production from 1948 to 1965 was a large family car with a design that mirrored North American styling trends of the time with tail fins, swathes of chrome, and wrap-around front screen.



With its subtle curves, the distinctive Rolf style is available in four different wood combinations. These highly researched natural and sustainable wood materials offer a wealth of benefits including comfort and durability and the designs feature a unique wooden hinge free from screws and metal parts.



Velox in the Evolved collection by Rolf Spectacles

The Rolf Spectacles' Evolved collection is known for exclusive design, natural materials including wood and stone and a detailed precision in handcrafting to produce timeless, one-of-a-kind designs which are made to last. The label has been awarded numerous design awards including most recently the Muse award for its smoked larch and cherry frame called "Lark".

Product: *Velox in the Evolved collection* **Brand:** *Rolf Spectacles*

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About the Eyestylist virtual products showcase: the Eyestylist virtual products showcase offers a unique launchpad for new avantgarde, artisan or luxury eyewear and sunglass products – through Autumn 2020. The showcase is an initiative designed to connect *Eyestylist* readers and specialist designers in the absence of international trade fairs + launch events due to the Coronavirus pandemic. For more details email clodagh@eyestylist.com (<http://clodagh@eyestylist.com>).