**[Weißenbach am Lech, 13.02.2025**]

**On fire for “Fire Red”!**

Fiery red stands for passion, self-confidence and pure energy - and that's exactly what **Rolf** brings to the **Spring | Summer 2025 Collection**!

In addition to the usual subtle, nature-inspired palette, the label is now making a statement with a bold addition: the iconic Rolf models are now available in ***Fire Red***.

Dedication, extravagance and an unmistakable presence - attributes that give the wearers of this new shade a touch of self-confidence and dynamism. “Fire Red” is more than just a colour - it is a statement for all those who enjoy life to the fullest and are not afraid to stand out.

Whether as an eye-catching key piece or a stylish highlight - the new Rolf models in “Fire Red” combine fashionable sophistication with sustainable craftsmanship, making a statement of bold elegance.

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**About the Rolf. brand**

Austrian eyewear brand Rolf produces high-quality eyewear from sustainable materials such as wood, stone, and beans. The glasses are handcrafted in Tyrol and are known for their clear, innovative designs. Rolf emphasizes the use of plant-based materials and sustainable production without compromising on quality and style. Their glasses feature the unique and patented FlexLock hinge which eliminates the need for screws, enhancing the durability of the eyewear.

Rolf. Naturally handmade.

#rolfglasses #sustainableglasses

#wood glasses #stone glasses #bean glasses

#planetrolf #becauseweloveglasses #glassestrends #designerglasses

For further information please contact marketing@rolf-spectacles.com.

Visit the press website www.rolf-spectacles.com/presse to learn more about Rolfs innovative eyewear collections.

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| [**ROLF-SPECTACLES.COM**](http://www.rolf-spectacles.com/) |

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