



Press release

## FLAIRwear – Feel the Lightness

For the most discerning, for individualists, for people looking for something extraordinary and for all those who love quality and craftsmanship "Made in Germany"-FLAIR frames emphasize the personal style with a maximum of comfort.



FLAIR stands for innovative solutions, precision craftsmanship down to the last detail, and premium quality you can see and feel. With its exceptionally lightweight frames in diverse designs, FLAIR establishes cross-collection fashion trends, which are timeless.

'Made in Germany' is more than just a mark of excellence and a sign of outstanding quality. Made in Germany stands for real values and an attitude towards life! We have a true passion for eyewear frames, most of which have been produced using handcrafted methods for over 70 years at Flairpark in Oelde in the region of Westphalia, Germany.

For further details about the collection and FLAIR, visit [www.flair.de](http://www.flair.de).

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