

# Topman Launches Classic Sunglasses Project

## TOPMAN

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**Press Release Summary: Topman, British based men's fashion leader, launches 'The Classic Sunglasses Project' in conjunction with Linda Farrow Vintage**

Press Release Body: **Topman**, a British based leader in men's fashion, has announced the launch of **'The Classic Sunglasses Project'** in conjunction with **Linda Farrow Vintage**.



The [Topman Sunglasses Project](#), which follows on from last season's **White Shirt Project**, will be the second in a series of ongoing projects where **Topman** has invited a selection of designers to interpret their ideas of a certain product.

The five designers creating [sunglasses](#) for this season are **Bernhard Wilhelm, Kim Jones, Oliver Spencer, 0044** and **Linda Farrow Vintage** along with **Topman Design**.



**Gordon Richardson, Topman Design and Product Development Director** commented on the launch:

"With the recent phenomenal growth in the [mens fashion](#) accessories arena in the past year, it's particularly apt that **Topman's** follow-on to the successful **White Shirt Project** is The **Classic Sunglasses Project**. Once again working with a selection of eminent designers who have each interpreted a different classic [mens sunglasses](#) style, the range has been given extra kudos by collaborating with **Linda Farrow**, the project's host whose very name implies quality and luxury."



Renowned internationally for his visionary designs and ingenious playful pop references, German born Bernhard Wilhelm is the first of the designers to take part in the project. His glasses are deliberately oversized with 60s inspired chunky plastic frames and original lens shape. The glasses are available in three different styles: black frames with black lens, clear frames with black lens and tortoise shell frames with brown lenses.



Now regulars on the official menswear calendar in Paris, Japanese designers **0044** with their signature dark gothic aesthetic has been reflected perfectly in their creation for this assignment. With large wrap around frames and shield lenses, the **0044** glasses are available in both all black and olive green. The design features also include a silver skull encrusted into the arms of the frame and a typically sinister poem engraved onto each lens.

Having shown at this season's MAN event and previously worked with **Topman** on a capsule collection, **Kim Jones** was another perfect choice to take part in this project. His offering is sporty with large shield aviator lenses, twisted metal frames and arms available in both electric blue and silver.

With a reputation for merging boundaries between mainstream and fashion collections, **Oliver Spencer** was chosen for this project to add a sophisticated edge. Oliver has designed two styles; a re-working of a typical traditional 1950s design available in both tortoise shell and all black, alongside a mature and understated design with round lens and thin silver or gold metal frames. All of his designs are completed with a unique red tipping on the end of the arms.

As well as acting as a partner on this project, **Linda Farrow Vintage** has also designed their own glasses. Following a re-launch in 2003, the brand has gained the reputation for producing an unprecedented range of distinctive vintage frames. Their glasses are slick and bold in design with oversized caravan shaped lenses and gold or silver plastic frames. Gold metallic arms add a distinguished feel to the design.

**Simon Jablon, Managing Director of Linda Farrow Vintage,** commented:

*"We are delighted to be working with **Topman** on this project, together we created a collection both high in fashion and true to **Linda Farrow**; it only felt natural to collaborate with them."*

Designed in-house, **Topman Design** is a premium collection that is only stocked in a small selection of stores including boutiques in New York, L.A. and Tokyo and has shown as part of the MAN event for the past four seasons to great critical acclaim.

The full range of glasses will be available from **Topman's** flagship store, 214 Oxford Circus and also on line at **Topman.com**.

#### **About**

#### **Topman**

**Topman's** extensive collection embraces everything from the latest [menswear](#) fashion trends to classic pieces, and extends to footwear, accessories and formal wear. **Topman** also provide the simplest way to search for and buy men's clothing, placing it among the leading fashion retailers in the UK market.

**Web Site:** <http://www.topman.com/>

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