

APPAREL AND ACCESSORIES

Safilo, Harper's Bazaar design archive-influenced sunglass capsule

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Safilo designed 3 pairs of sunglasses for Harper's Bazaar's 150th anniversary. Image courtesy of Safilo

By STAFF REPORTS

Italian eyewear manufacturer Safilo is helping Harper's Bazaar celebrate its legacy as the United States' first fashion magazine as the title turns 150 years old.

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Harper's Bazaar was first published in 1867 in New York while Safilo's heritage extends back to 1878 when the eyewear maker opened its first factory in the Italian Alps. Both Harper's Bazaar and Safilo share a common thread dedicated to authenticity and innovation that explores the inflection point between art, design and fashion.

Framing legacy

To commemorate Harper's Bazaar's milestone anniversary, Safilo worked with the publication on the "First in Fashion – First in Eyewear" exclusive collection. The three-piece capsule of sunglass styles aims to express both brands' pioneering spirits.

Safilo worked closely with Hearst-owned Harper's Bazaar's editorial team to create the three styles. The magazine's archives and decades-worth of photography were used as inspiration for the capsule.

"It is a pleasure to partner with Safilo on a 150th capsule collection – a celebration of the past with a keen eye for what's next, the perfect way to have your eye on fashion," said Glenda Bailey, editor in chief of Harper's Bazaar, in a statement.



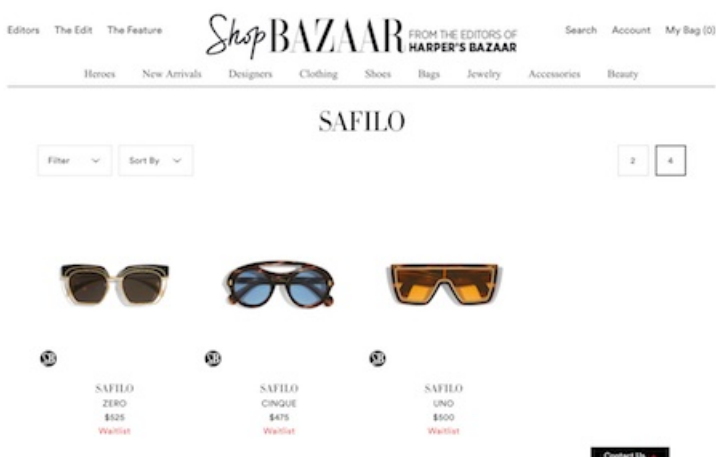
Safilo's eyewear is designed in New York and manufactured in Italy. Image courtesy of Safilo

The design process was undertaken by Safilo's global design studio in New York, while its Italian ateliers crafted the pairs to its exacting standards of quality, precision, fit and comfort.

Safilo's three styles, produced under the namesake brand name, will be limited to 50 pieces. Safilo and Harper's Bazaar will promote the sunglass frames on the magazine's ecommerce platform ShopBazaar.

Priced between \$475 to \$525, the First in Fashion -- First in Eyewear capsule includes the futuristic UNO, a mod-style aviator the Cinque and the geometric Zero.

When a style is selected, **ShopBazaar** will redirect consumers to New York-based department store Bergdorf Goodman's Web site for purchase. The limited-edition collection will be available in-store at Bergdorf Goodman starting Sept. 1.



ShopBazaar redirects to Bergdorf Goodman, the exclusive retail partner for the capsule. Image credit: ShopBazaar

Harper's Bazaar's September issue will also feature the exclusive capsule.

"Safilo is honored to collaborate with Harper's Bazaar on this exclusive eyewear celebration of 150 years of extraordinary thought leadership in art, design and fashion," said Luisa Delgado, CEO of Safilo, in a statement. "I cannot image a more befitting interpretation of this fusion than the sunglass as an enduring accessory of excellence.

"With this First in Fashion – First in Eyewear collection, we have invested ourselves, as industry founder, with the very best of our design-inspired eyewear craftsmanship, innovation and product excellence, offering a disruptive view of eyewear excellence," she said. "With this collection, we proudly join the world in honoring Harper's Bazaar."

In addition to the Safilo sunglasses, Harper's Bazaar is also celebrating its 150th anniversary with a retrospective coffee table book. "Harper's Bazaar: 150 Years: The Greatest Moments" recounts notable covers, celebrated photographs and 50 written excerpts such as articles, poems and fiction penned by Harper's Bazaar writers ([see story](#)).

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