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● BOUTIQUES

Tasoni welcomes Lapima SS20 collection

15th April 2020

In an exclusive brand partnership the luxury Tasoni boutiques (Zurich, Switzerland) are releasing three glamorous Lapima sun models with a chic collab "Lapima + Tasoni" logo, discreetly appearing on the inside of the temple. The Brazilian SS2020 sunglasses collection (including models Teresa, Andrea and Joca) is the latest addition at the much-admired Swiss fashion stores which specialise in luxury brands and emerging designers for men and women, curated by sisters Taya and Tary Sawiris – and sourced across the globe. *Above: SS2020 Lapima: the model wears model Teresa in mint. The frame has a bold square shape, inspired by 1960s retro sunglasses.*



Lapima model Andrea, a co-created version with Tasoni – Mazzucchelli acetate, German OBE hinges in titanium, sun lenses by Essilor

The Andrea, a statement frame in the release, is a unisex piece inspired by scuba goggles, with the distinctive oversized shape based on the aviator. The colours of the shades are inspired by the ocean, ranging from delicate tones of mint, one of our favourite tones of the summer collections, and caramel alongside bold cherry and dark olive green (see Andrea above).

About the brand – Launched by Gisela and Gustavo Assis in 2016, Lapima is based on Brazilian design, with geometric lines that play with light and shadow in frames produced principally in Italian acetate. With backgrounds in dance and sport, the founders are both inspired by movement and aesthetic rigour, which set the path for creating the essence of a novel artisan sunglasses collection. The label is based on and continues to expand through constant experimentation, and proposes pieces which "frame the face" while still evoking a sharp image, filled with contemporary attitude. All Lapima frames are manufactured by artisans in São Paulo, Brazil.

Lapima sunglasses are available at Tasoni, St. Peterstrasse 1, 8001 Zurich (Switzerland) and branches including The Chedi Andermatt. For more information visit www.tasoni.com and www.lapima.com