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Lapima // SS2020 at Tasoni

by Maarten Weidema 15 April 2020



Tasoni is happy to launch the new SS2020 collection of **Lapima** sunglasses and introduce another exclusive collaboration piece. Launched by power duo couple Gisela and Gustavo Assis in 2016, Lapima is based on Brazilian design, with geometrical lines that play with light and shadow in frames carved in Italian acetate. Founded in 2014 by sisters Taya and Tary Sawiris, the Tasoni stores in Switzerland combine luxury brands with emerging fashion designers for both women and men.

Tasoni's philosophy follows its ethos of creating a personal world, where the curation of brands is based on the values of craftsmanship, design, and luxury, backed by an attentive and personalized service culture. Gisela's profound background in dancing and Gustavo's in sports, both inspired by movement and aesthetic rigor, paved the path for creating the essence of Lapima sunglasses. The label is based on constant experimentation, pieces that delicately frame the face while still evoking a sharp image, full of attitude. Lapima sunglasses are worn by celebrities such as Anne Hathaway, Cate Blanchett, Jessica Alba, Kate Bosworth, Katie Holmes, Kerry Washington, Kristen Bell, and Olivia Palermo.



The handmade pieces mix Brazilian nature with architecture, uniting modern lines and vintage elegance into designs that are inspired by cities, forests, and beaches. Each piece follows a functional process from hand-drawing, to 3D modeling printing, acetate carving to being manually polished. The acetate is Italian (Mazzucchelli), from natural cotton fiber (hypoallergenic and malleable), the hinges are made of titanium from Germany (OBE) and the lenses are French (Essilor).

The high technology pieces are manufactured by artisans in São Paulo, “We live Lapima 24 hours a day, 7 days a week. The rhythm is frenetic, the self-improvement constant. The final result, “calm” says Gisela. By overcoming traditional aesthetic limits with an avant-garde vision, graphic traces, and sinuous movements, the label is an invitation for individuality shaped in Brazil.



The new SS2020 collection is inspired by the founders' love of the ocean, white sand, surf and movement of water. The two newest silhouettes Teresa and Andrea are inspired by scuba goggles, which lead to their distinctive oversized and geometric shapes. Teresa is the first square style; a sensual sixties look and Andrea is a more fluid design. The Andrea a unisex aviator-like style will bring charm to any modern woman or man. The colors of the SS20 collection bring the spirit of the ocean to the collection – Cherry, Havana Caramel, and Mint draw from the colors of corals, tortoiseshells, and water.

The brand also continues to evolve its recently launched unisex line, X Collection, with the addition of a Black Horn material in the Joca silhouette. Exclusively for Switzerland, Lapima co-created with Tasoni the Andrea in color Olivia (dark olive green) with yellow lenses. Each one of the 3 pieces will have the “Lapima + Tasoni” logo discretely on the inside of the temple. The sunglasses are now available with the rest of the SS2020 collection at Tasoni in Zurich.