



COLOR
FRAMES

Catalogue 2019
KODAK Color Sunglasses

Catalogue 2019
KODAK Sunglasses

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Kodak, was founded in **1888**. It was really succesful thanks to the **introduction of the film** in the market, replacing the glass plates

His motto at that time describes his value proposal quite well:

**“You press
the button,
we do the rest”**

George Eastman

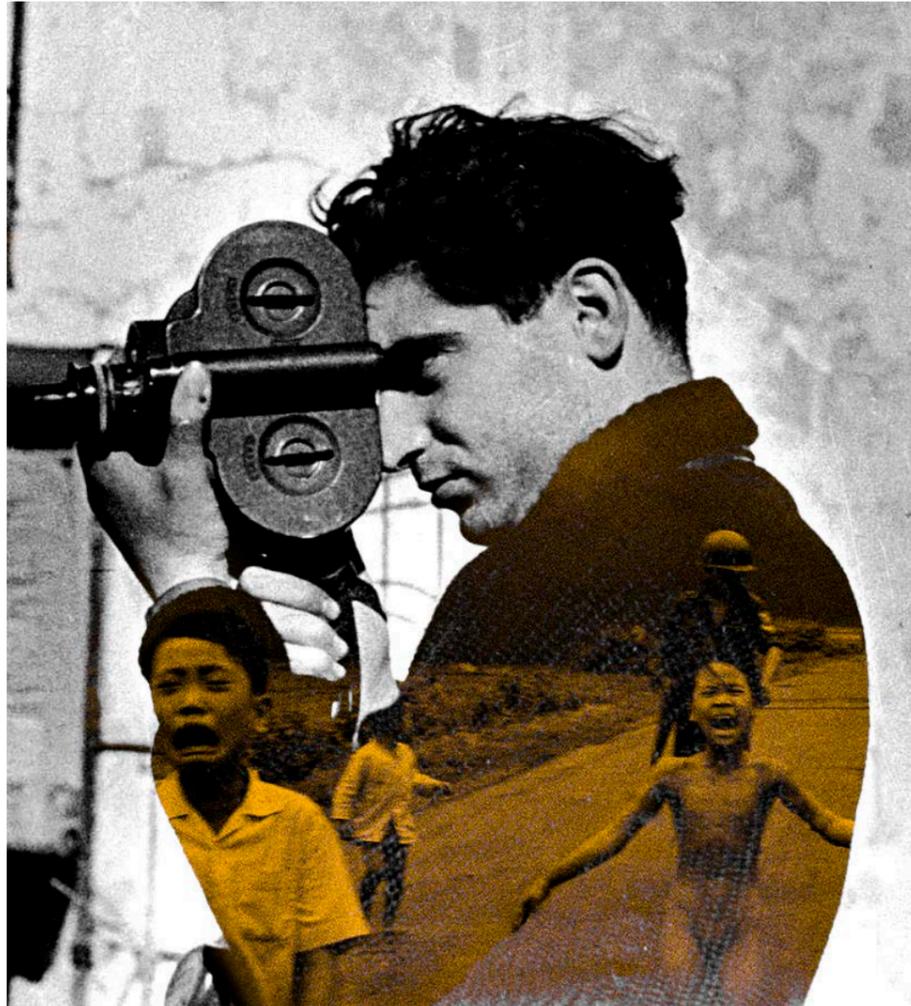


Concept

- Photography for everybody
- Simplify the art
- Democracy in photography
- Remember the past



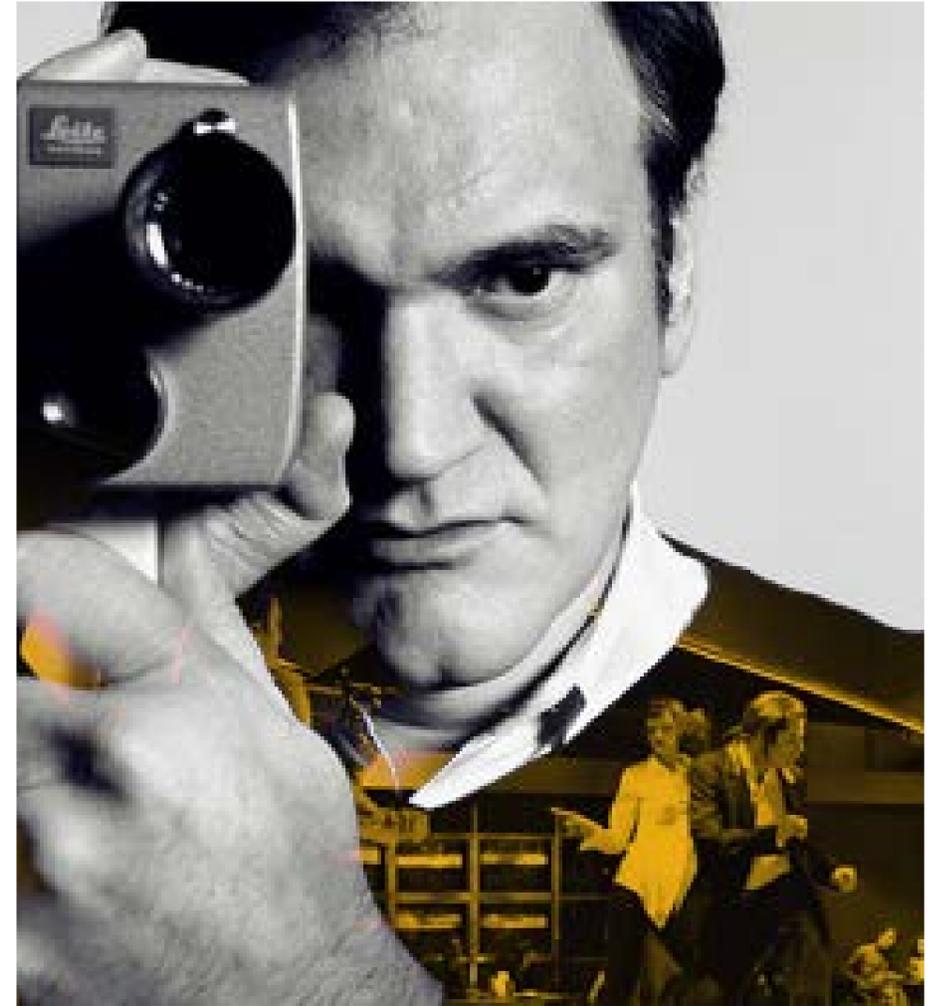
'Family In Convertible Somewhere in Texas' Campaign from 1968



Robert Capa



Marilyn Monroe



Quentin Tarantino

The best **photographers, artists** and **filmmakers** have used Kodak films and Kodak cameras.



Technology



Art

Kodak is a part of history of the last century. Remember one moment of your life, **Kodak was there.**



'Thanksgiving dinner, children breaking wishbone' Campaign from 1968

Nowadays **Kodak** is betting in new areas to adapt to a **digital and technological world**.



Kodachrome magazine, Forever 21 colab, Girl Skateboards colab., new Super 8

Mini collections

There is a collection for everyone!





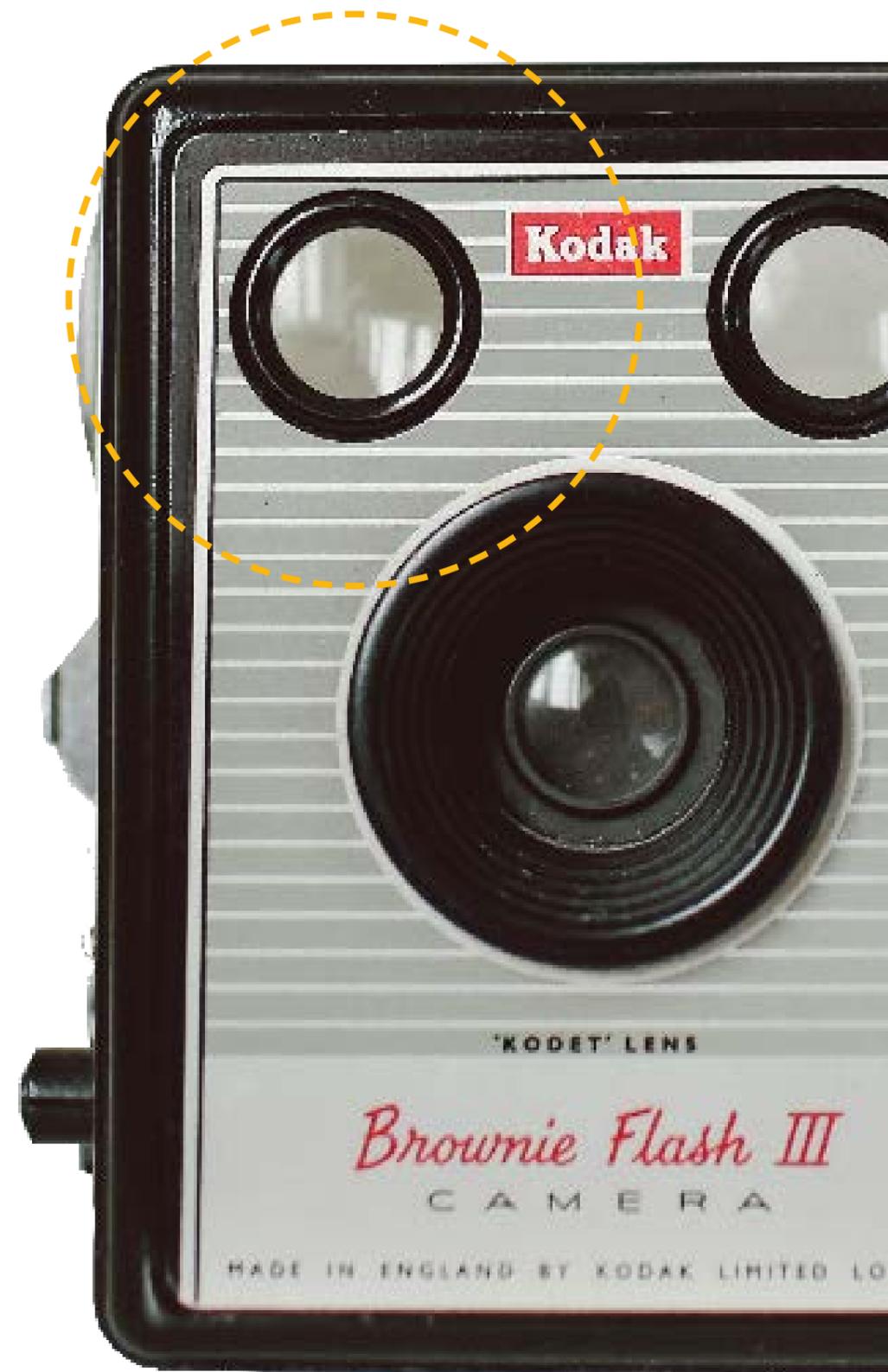
Folding spring hinge

Kodak has built many folding cameras in all their career. We have used this technique to create a new spring hinge inspired in the folding camera. This folding spring hinge is more resistant than most of the spring hinges of the market and also more flexible for a better use.



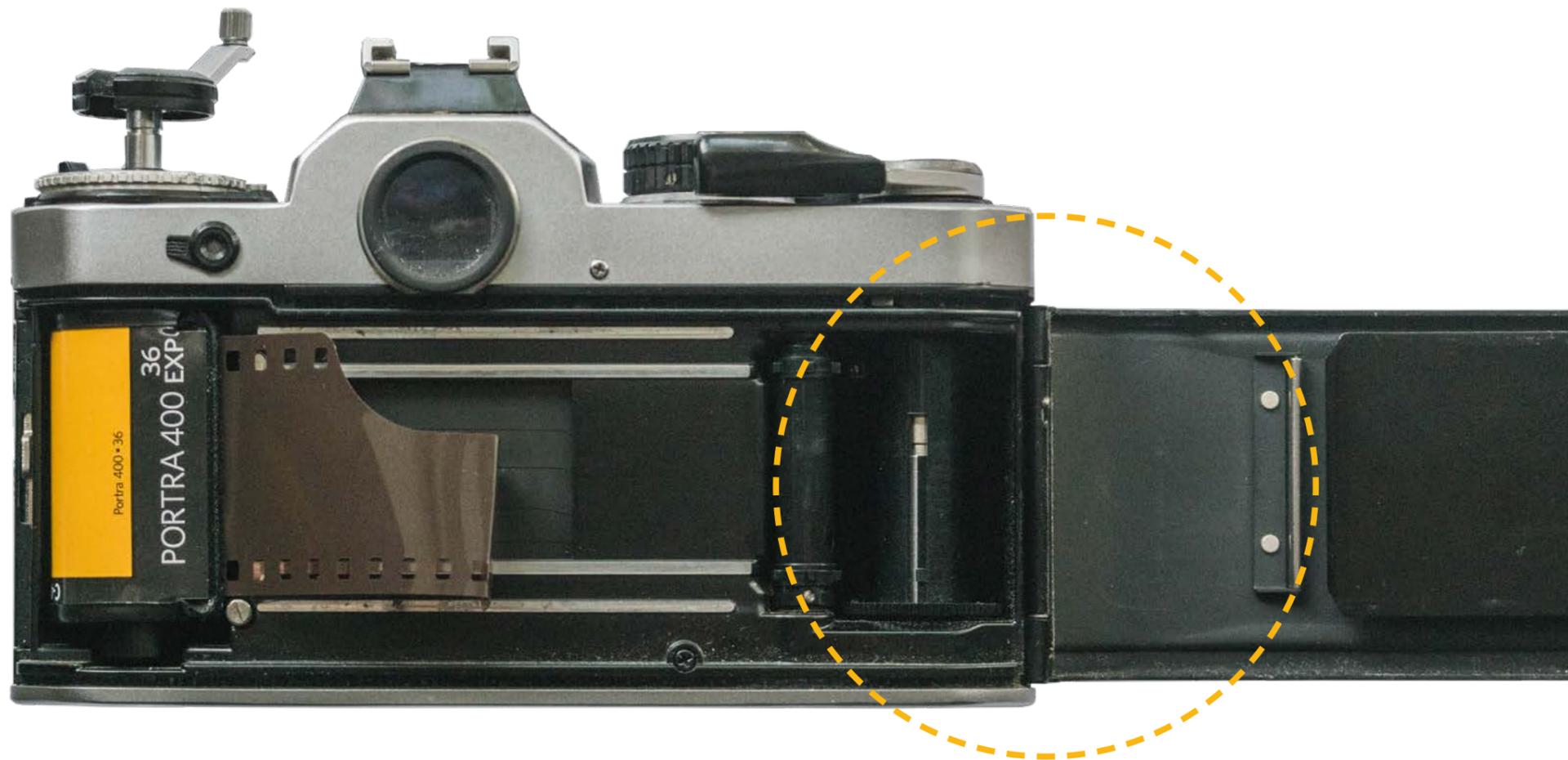
Tip hole

Round shapes are always involved in cameras as viewfinders, lenses, buttons...We wanted to use this recognized shape in the tips of the frames simulating a camera lens.



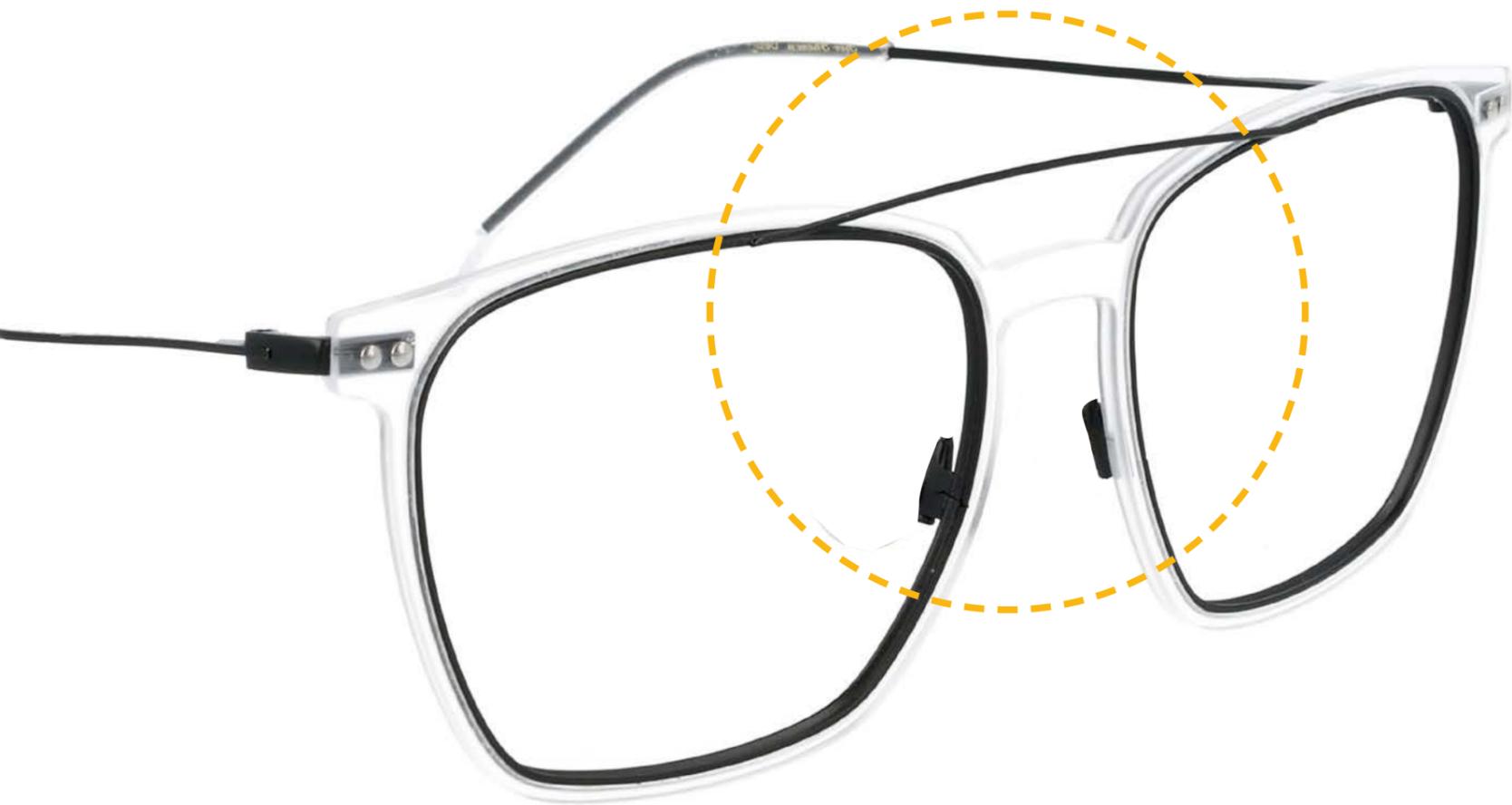
180° hinge

There is no better sensation than open the back case of the camera and see that the film is over. It's time to develop and see all our photographs! We saw that this movement could work to make unbreakable temples that can open 180°.



Nylon frames

The viewfinder is an essential piece of a camera that permits to preview the scene and create a composition. Our frames took the inspiration to make a tribute to this piece. For that reason we have used nylon material on the front of some frames to accomplish the see-through experience.





Black and gold materials

The mixed materials in the cameras, is what made them sophisticated and beautiful on the outside. To transmit these sensations in our glasses we have developed a titanium and double layer of metal frame in black and matt gold to get the sensation of the focus rings rolling.



'Saturday night bath' Campaign from 1964



Main assets

- Wide range of products, models, concepts and prices
 - Kodak cameras as inspiration
- Technical – light concepts
- Easy/Commercial products. Fast sell out



COLOR
FRAMES

**There are two ways to see
life, it's time to choose.**

Let the color, invade you!





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90000

47 □ 20 - 145 **Metal**



101. Matt Gold.



102. Matt Silver.



103. Matt Gun.



244. Dark Blue.

Unisex Metal





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90001

55 □ 17 - 145 **Metal**



101. Matt gold.



102. Matt Silver.



103. Matt Gun.



212. Matt Black.

Man Metal



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90002

53 □ 21 - 145 **Metal**



101. Matt Gold.



103. Matt Gun.



212. Matt Black.



244. Matt Dark Blue.

Unisex Metal





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90003

50 □ 20 - 145 **Metal**



101. Matt Gold.



102. Matt Silver.



103. Matt Gun.



104. Matt Bronze.

Unisex Metal





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90004

49 □ 22 - 145 **Metal**



101. Matt Gold.



103. Matt Gun.



212. Matt Black.



244. Matt Blue.

Unisex Metal





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90005

47 □ 20 - 145 **Metal**



100. Matt Pinky Gold.



101. Matt Gold.



103. Matt Gun.



104. Matt Bronze.

Unisex Metal



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90006

46□ 22 - 140 **Acetate**



511. Shiny Crystal.



514. Shiny Crystal Grey.



541. Shiny Crystal Dark Blue.



549. Shiny Crystal Light Blue.



566. Shiny Crystal Pink.



575. Shiny Crystal Red.

Man Acetate





COLOR
FRAMES



CF90007

55 □ 17 - 145 **Acetate**



511. Shiny Crystal.



512. Shiny Black.



514. Shiny Crystal Black.



545. Shiny Crystal Blue.



575. Shiny Crystal Red.



588. Shiny Crystal Yellow.

Man Acetate



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90008

55 □ 17 - 145 TR90



612. Black. Electric Red.



614. Grey. Electric Orange.



618. White. Electric Orange.



641. Blue. Electric Green.



645. Blue. White.



675. Electric Red. Black.

Man TR90

24

24

24

24

24



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90009

57 □ 17 - 145 TR90



612. Black. Electric Red.



613. Black. Electric Blue.



614. Black. Electric Orange.



624. Brown. Electric Blue.



645. Dark Blue. Black.



646. Dark Blue. White.

Man TR90

25

25

25

25

25



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90010

48 □ 21 - 145 TR90



612. Black. Electric Red.



613. Dark Grey. Dark Blue.



614. Grey. Dark Blue.



618. White. Electric Red. Black.



645. Blue. White. Black.



675. Electric Red. White. Black.

Man TR90

26

26

26

26

26



COLOR
FRAMES



CF90011

49 □ 20- 145 TR90



611. Matt Crystal.



612. Matt Black.



643. Matt Dark Blue.



675. Matt Crystal Red.



688. Matt Crystal Yellow.



693. Matt Havanna.

Man TR90



COLOR
FRAMES



CF90012

48 □ 20 - 145 TR90



611. Crystal Mate. Dark Blue



612. Matt Black.



626. Crystal Matt Light Brown.



643. Matt Dark Blue.



666. Crystal Matt Pink.



688. Crystal Matt Yellow.

Man TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90013

61 □ 18 - 130 TR90



612. Matt Black.



613. Matt Blue.



614. Matt Grey.



641. Matt Dark Blue.



643. Matt Light Blue.



675. Electric Red.

Man TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90015

54 □ 14 - 145 TR90



611. Matt Crystal.



612. Matt Black.



613. Matt Very Dark Grey.



645. Matt Blue.



646. Shiny Crystal Light Blue.



686. Matt Crystal Dark Orange.

Man TR90





COLOR
FRAMES



CF90016

49 □ 22 - 145 TR90



611. Matt Crystal.



612. Matt Black.



644. Matt Dark Blue.



652. Matt Violet.



666. Matt Crystal Pink.



675. Matt Dark Red.

Woman TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90017

57 □ 16 - 145 TR90



612. Matt Dark. Electric Red.



613. Matt Black. Light Blue.



614. Matt Dark Green. Light Green.



623. Matt Dark Brown. Light Yellow.



645. Matt Light Blue. White.

Man TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90018

59 □ 16 - 145 TR90



612. Matt Black. Electric Red.



613. Matt Black. Electric Green.



614. Matt Grey. Electric Blue.



623. Matt Brown. Electric Orange.



641. Matt Dark Electric Blue. Black.



643. Matt Dark Blue. White.

Man TR90



COLOR
FRAMES



CF90019

60 □ 18 - 145 TR90



612. Matt Black. Matt Blue.



613. Matt Dark Grey. Matt Red.



614. Dark Grey. Red.



623. Matt Brown. Dark Blue.



633. Matt Dark Green. Black.



643. Matt Dark Blue. Light Green.

Man TR90



COLOR
FRAMES



CF90020

59 □ 15 - 145 TR90



612. Black. Electric Red.



613. Black. Dark Blue.



614. Dark Green. Yellow.



623. Matt Brown. Electric Orange.



644. Matt Dark Blue. Electric Blue.



675. Matt Black.

Man TR90



COLOR
FRAMES



CF90021

53 □ 19 - 145 TR90



611. Matt Crystal. Silver.



612. Matt Black. Matt Gun.



613. Matt Black.



623. Matt Dark Brown. Gold.



643. Matt Dark Blue. Matt Gun.



694. Havana. Matt Gun.

Man TR90



COLOR
FRAMES



CF90022

58 □ 14 - 145 TR90



612. Matt Black.



613. Matt Very Dark Grey.



614. Matt Dark Green.



623. Matt Dark Brown.



643. Matt Dark Blue.



675. Matt Electric Red.

Man TR90



COLOR
FRAMES



CF90024

47 □ 22 - 145 TR90



611. Matt Crystal. Silver.



612. Shiny Black. Silver.



613. Shiny Black. Gold.



646. Crystal Light Blue. Silver.



666. Crystal Pink. Gold.



694. Havana. Black.

Woman TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90025

64 □ 16 - 125 **TR90**



612. Black. Electric Red.



613. Black. Dark Grey.



614. Brown. Electric Blue.



625. Crystal Brown. Electric Orange.



645. Dark Blue. Electric Orange.



646. Black. Grey.

Man TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90026

64 □ 16 - 125 TR90



612. Black. Electric Orange.



613. Black. Electric Blue.



614. Brown. Electric Red.



616. Brown. Electric Blue.



645. Crystal Blue. Grey.



646. Dark Blue. Electric Red.

Man TR90





COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90027

64 □ 17 - 135 **TR90**



612. Matt Black. Electric Red.



613. Matt Black. Electric Orange.



614. Matt Brown. Electric Blue.



616. Matt Black. Electric Green.



617. Matt Brown. Black.



645. Matt Dark Blue. Electric Green.

Man TR90



COLOR
FRAMES

KODAK Color Frames / SUNGLASSES



CF90028

64 □ 17 - 135 **TR90**



612. Matt Black. Light Blue.



613. Matt Black. Electric Orange.



614. Shiny Brown. Electric Orange.



615. Crystal Grey. Electric Red.



645. Crystal Dark Blue. Grey.



646. Dark Blue. Grey.

Man TR90

42

42

42

42

42



COLOR
FRAMES



CF90029

53 □ 16 - 140 **Ultem CLIP - ON**

CLIP 1

CLIP 2



612. Matt Black. Red.



613. Matt Brown. Dark Blue.



615. Matt Black. Matt Blue.



645. Matt Blue. Black.





COLOR
FRAMES



CF90030

53 □ 16 - 140 **Ultem CLIP - ON**

CLIP 1

CLIP 2



612. Shiny Black. Gold. Brown.



613. Shiny Black. Matt Gun.



645. Shiny Black. Silver. Dark Blue.



695. Havana. Gold. Black.





COLOR
FRAMES



CF90031

54 □ 16 - 140 **Ultem CLIP - ON**

CLIP 1

CLIP 2



612. Matt Black. Red.



613. Matt Brown. Dark Blue.



645. Matt Black. Matt Blue.



646. Matt Blue. Black Gradient.





FRAMES

60 F 5.6

M

P80/2 120



**There's nothing better than
feel lighter in each step.**

Light frames, Jump high!





512. Shiny Black.



514. Camouflage Pattern. Shiny Crystal.



544. Shiny Blue. Havana.



593. Havana.



594. Dark Blue And Orange Pattern.

FI40000

52 □ 21 - 145 Acetate



FI40001

52 □ 21 - 145 Acetate Metal



512. Shiny Black. Matt Gun.



513. Black Dark Grey Pattern. Matt Gun.



515. Crystal Dark Grey. Matt Gun.



531. Crystal Dark Blue. Matt Black.



543. Shiny Black. Dark Havana. Matt Black.



FI40002

54 □ 18 - 145 Acetate



512. Shiny Black. White Lamination.



515. Shiny Havana. Crystal Grey.



523. Brown Pattern.



245. Dark Havana. Crystal Light Blue.



712. Matt Havana. Matt Gun.



FI40003

54 □ 21 - 145 Acetate



512. Shiny Black. Dark Havanna.



513. Crystal Grey.



524. Shiny Black. Orange.



540. Havanne. Crystal Blue.



544. Blue Stripes Pattern.



FRAMES



FI40004

55 □ 19 - 145 Acetate Metal



512. Shiny Black. Matt Gun.



514. Dark Grey Crystal Pattern. Matt Gun.



515. Blue Grey Crystal Pattern. Matt Gun.



543. Black Pattern. Matt Black.



594. Dark Havana. Matt Gun.



FI40005

55 □ 18 - 145 Acetate



512. Shiny Black. Light Havana. Matt Gun.



513. Black Crystal Pattern. Matt Gun.



543. Dark Blue Stripes Pattern. Shiny Black. Matt Gun.



544. Light Blue Stripes Pattern. Shiny Black. Matt Gun.



594. Dark Havana. Matt Gun.



FI40011

50 □ 18 - 145 Acetate



512. Black. Blue. Crystal.



524. Brown Pattern. Electric Red.



540. Dark Havana. Electric Red.



595. Havana. Electric Blue.



FRAMES



FI40012

56 □ 16 - 145 Acetate



511. Crystal. Camouflage Green.



512. Black. Dark Red.



543. Blue Pattern. Electric Orange.



594. Red Havana. Beige.



FRAMES



FI40013

52 □ 18 - 145 Acetate



512. Black. Orange.



515. Crystal Grey. Havana.



524. Brown Pattern. Electric Blue.



540. Blue and Black Stripes. Electric Orange.



Starting in the early 1950s, photographer **Philippe Halsman** asked famous people to be photographed jumping for him.

From Marilyn Monroe, Grace Kelly and Brigitte Bardot, to Richard Nixon and Salvador Dali, Halsman **photographed an impressive number of illustrious sitters jumping.**

When we look at somebody's face we don't know what they think or feel but at the moment of the jump, everybody becomes free again.

"Jumping humanity can be divided into two categories: one which tries to jump as high as possible and one which doesn't care"

- Philippe Halsman



JEAN COCTEAU



JUMPOLOGY, AUDREY HEPBURN



JUMPOLOGY, BRIGITTE BARDOT



WORKING OUT WITH MARILYN MONROE



JUMPOLOGY, WILLIAM HOLDEN

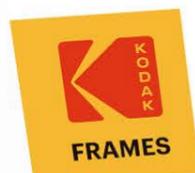
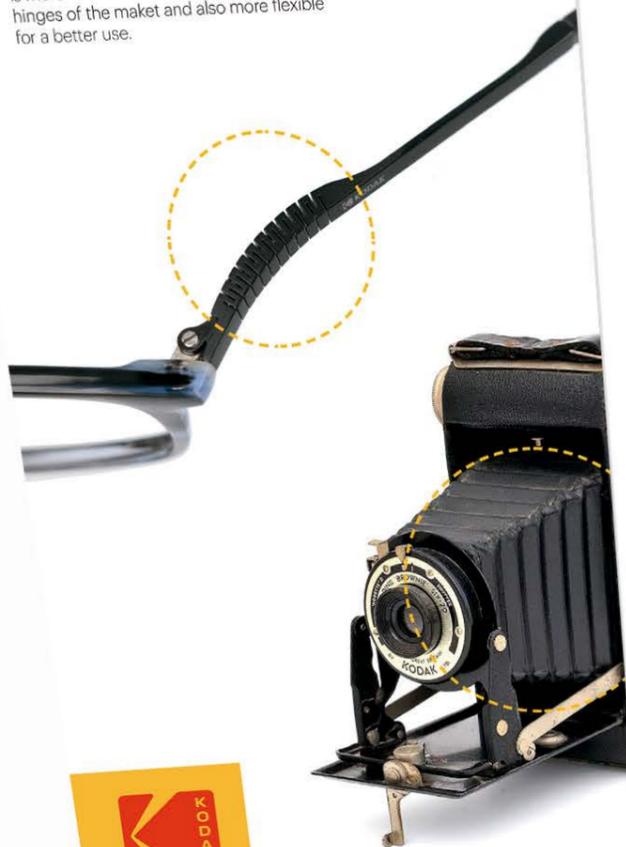


JUMPOLOGY, HAROLD LLOYD

KODAK Frames SHOWCARD CAMERA

Folding spring hinge

Kodak has built many folding cameras in all their career. We have used this technique to create a new spring hinge inspired in the folding camera. This folding spring hinge is more resistant than most of the spring hinges of the market and also more flexible for a better use.



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Black and gold materials

The mixed materials in the cameras, is what made them sophisticated and beautiful on the outside. To transmit these sensations in our glasses we have developed a titanium and double layer of metal frame in black and matt gold to get the sensation of the focus rings rolling.



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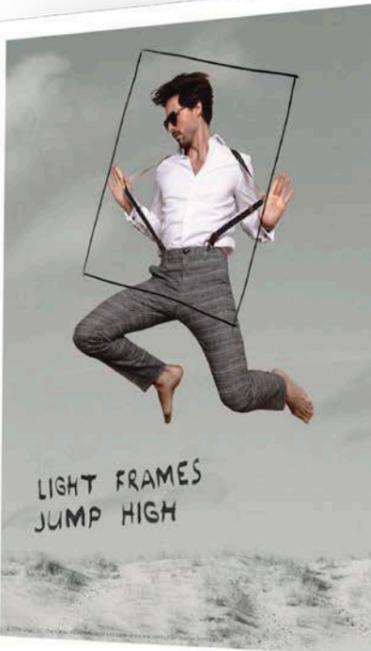
PF11004

PF11008

KODAK Frames SHOWCARD



**KODAK
FRAMES**



LIGHT FRAMES
JUMP HIGH



AS LIGHT AS A JUMP WITHOUT GRAVITY

The first collection of KODAK Frames is inspired by the works of Philippe Halsman a timeless light eyewear collection that overcomes gravity. Every frame is a masterpiece of lightness and beautiful freedom. Wearing KODAK Frames you will feel as not wearing any mask, like not wearing any frame.

PF11007



**KODAK
FRAMES**



LIGHT FRAMES
JUMP HIGH



AS LIGHT AS A JUMP WITHOUT GRAVITY

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PF11003

KODAK Frames WINDOWSHOP EYEWEAR JUMP HIGH

PFI1002



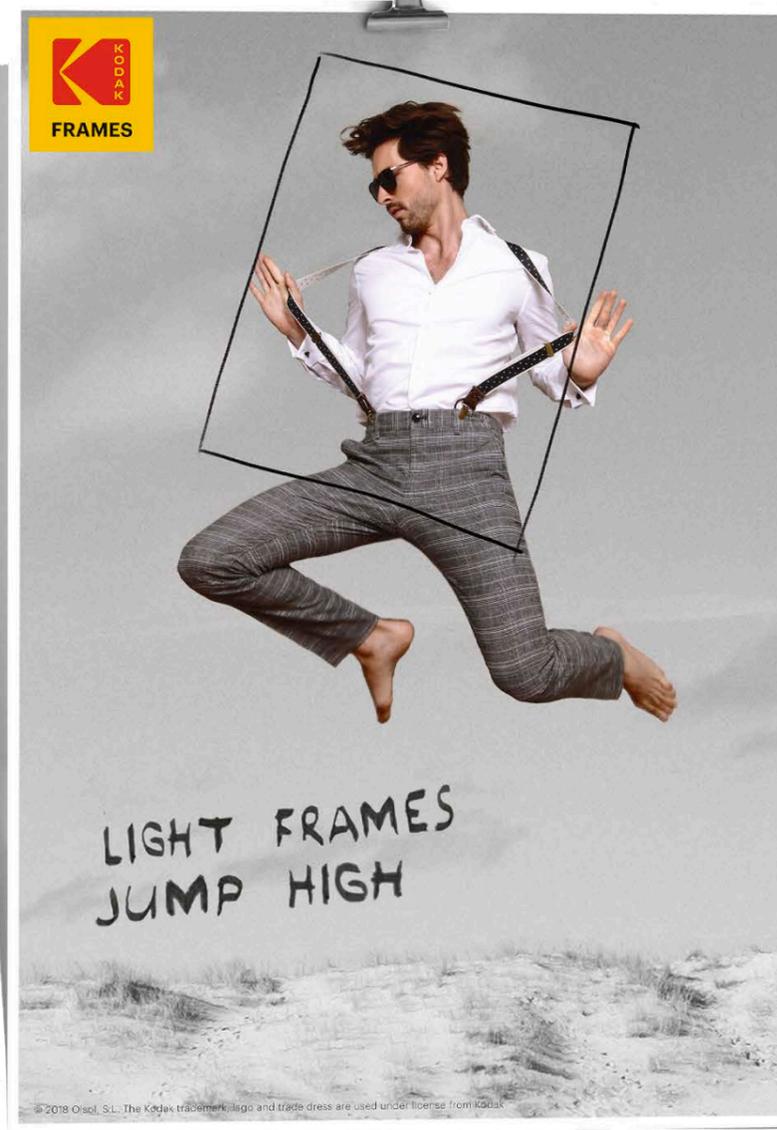
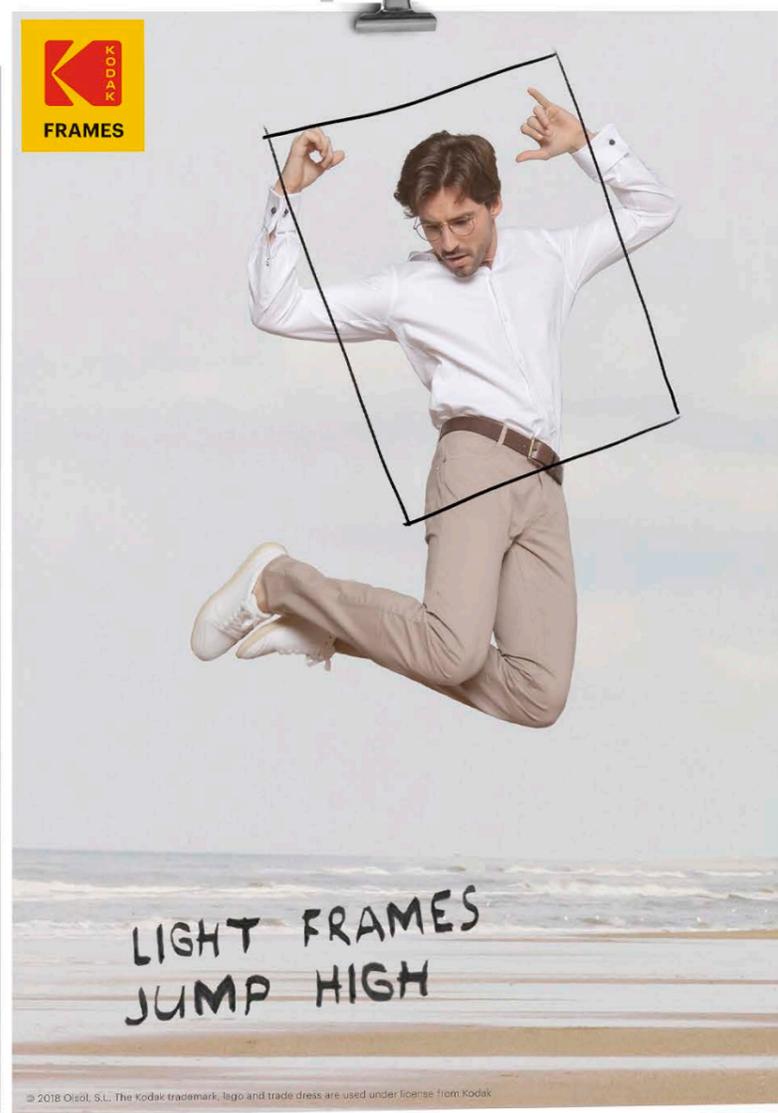
KODAK Frames WINDOWSHOP SUNGLASSES JUMP HIGH

PFI1006



KODAK Frames JUMP BANNER

PFI1005



KODAK Frames Mirror Objective

PFI1000



KODAK Frames Table Pad Numeric

PFI1001



KODAK Color Frames SHOWCARD EYEWEAR



PCF1001



PCF1002

KODAK Color Frames SHOWCARD SUNGLASSES



PCF1003



PCF1004

KODAK Color Frames INVADE YOU BANNER

PCF1005



KODAK Color Frames Table Pad Yellow

PCF1000



KODAK Exhibitor



Front side

Back side

KODAK Glasses Case and cleaning cloth



KODAK COLOR Case and cleaning cloth





Sunglasses & Color Sunglasses collection 2019
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