

MASUNAGATM



History

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Fukui, Japan is one of the three largest production regions for optical frames in the world, along with Italy and China. 97% of Japanese-made optical frames are manufactured in Fukui. Masunaga Optical premiered the production of eyeglasses in Fukui in 1905.

The company founder Gozaemon Masunaga brought in skilled craftsmen from Osaka and Tokyo with the ambition of setting the optical industry solidly in place in Fukui.

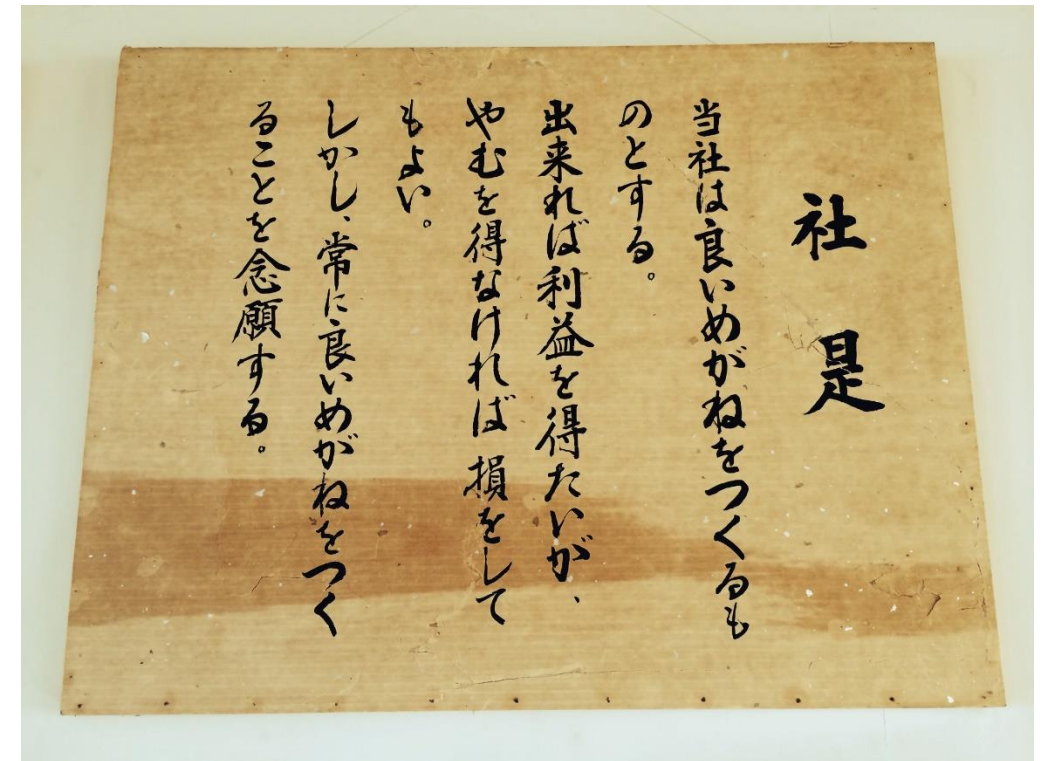


The company's mission statement

The company's mission statement since the establishment is;

“We manufacture excellent eyeglasses. We want to make a profit if we can, but we don't hesitate to take a loss. It is always in our thoughts to manufacture excellent eyeglasses.”

These words are still the basis of the conduct code of employees even more than 100 years after its establishment.





1957 Visit by Prince Takamatsu



Emperor visits MASUNAGA and Presented with 3 Glasses in 1933.



1968 Visit by the Present Emperor And Princess



1963 Visit by former Prime Minister



1999 Visit by Prince Akisino

Movie :Masunaga Factory

MASUNAGATM since 1905

Craftmanship



There are 200 manual process involved in making a single MASUNAGA Frame.

MASUNAGA is the Only Company in Japan that has a factory in charge of all processes from raw material to production and finish in an integrated way.

The integrated production system improves the detail and quality. Technologies developed over 100years are accumulated here.



Craftmanship

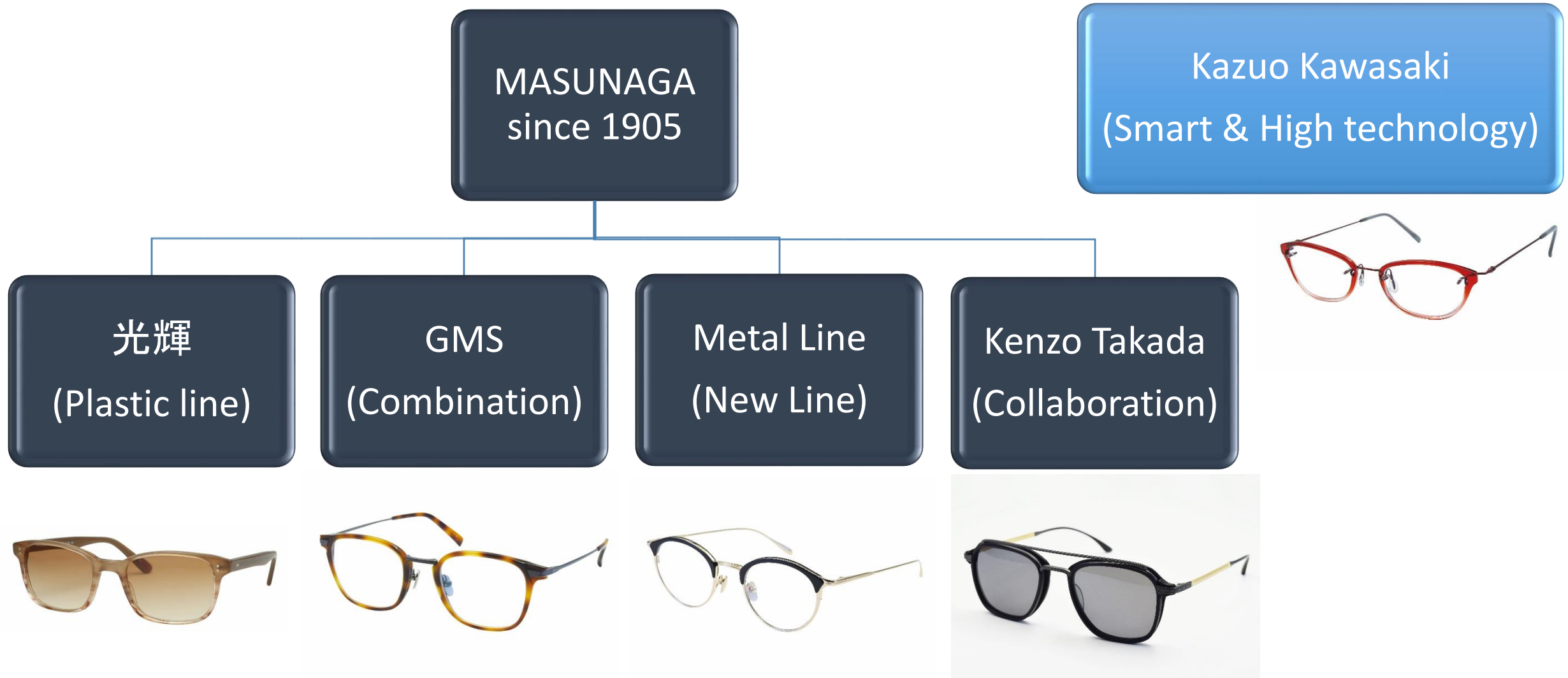


Before barrel polishing process, MASUNAGA craftsman hand file the backside of the frame front or the temple edges. This hand shaping process is one of the key steps to provide the best comfort.

All process is making one by one
by Hand made.
This is the MASUNAGA Quality.



Collections



MASUNAGA 光輝

Masunaga Optical is the company that set the optical industry in Fukui in 1905. 光輝 was born as a successor model of CUSTOM-72 that was placed in the Osaka Expo time capsule.



KOKI CUSTOM72

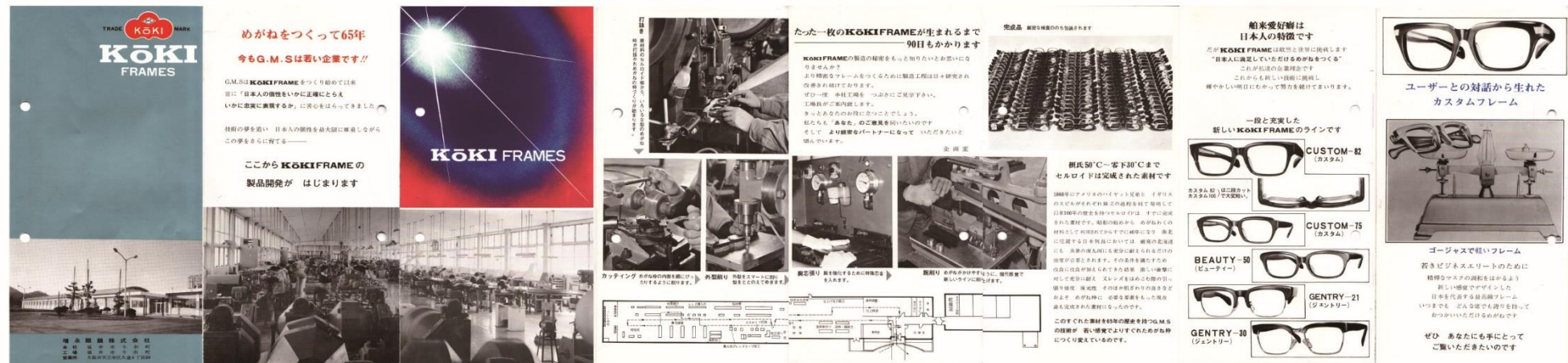


1970 "CUSTOM-72" placed in the Osaka Expo time capsule.

Masunaga-Quslity-First-Policy, spirit and skill have been inherited over a century. New 光輝 is made by integrating design into our technology.



1970 The catalog of KOKI CUSTOM Series in the 1970s



MASUNAGA G.M.S.

Masunaga Optical premiered the production of eye glasses in Fukui in 1905. The company founder Gozaemon Masunaga brought in skilled craftsmen from Osaka and Tokyo with the ambition of setting the optical industry in place in Fukui. In 1911, 13 factories were built in various parts of Fukui. Nowadays, 90% of Japanese-made optical frames are manufactured in Fukui.



The company founder
Gozaemon Masunaga



1933 Gifts to the Showa Emperor

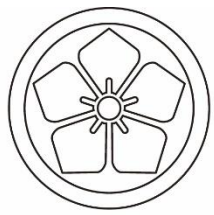
“MASUNAGA G.M.S.” was born as a gift to the Showa Emperor. The value of the function has gone far beyond, and it has been resurrected as “GMS-LIMITED” in 2005. Presently, “MASUNAGA G.M.S.” has lined up as a regular brand. The function of the limited edition has not been changed. We achieve to make eyeglasses that are comfortable to wear. MASUNAGA G.M.S. is our symbol that continues to develop while inheriting Quality-First Policy.



G.M.S. in the 1920s~1930s
Early in the Showa period

New Concept of Metal Collection





MASUNAGA

designed by

Kenzo Takada

One of Japan's most celebrated fashion designers, Kenzo Takada collaborates with MASUNAGA. MASUNAGA designed by Kenzo Takada sunglasses and optical frames combine vintage inspired elements with fashion forward contemporary design.

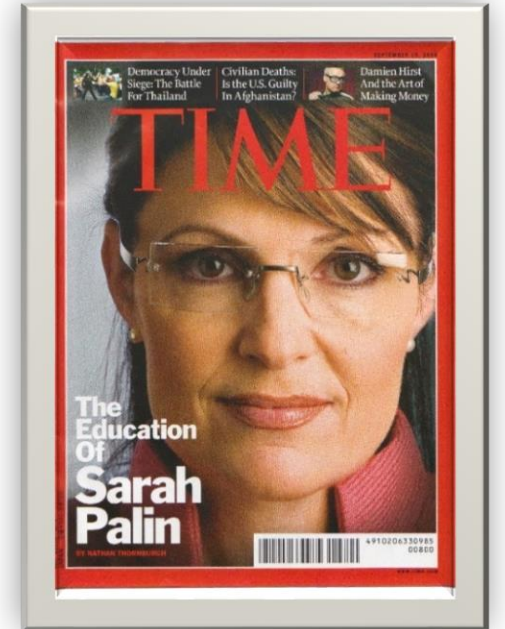
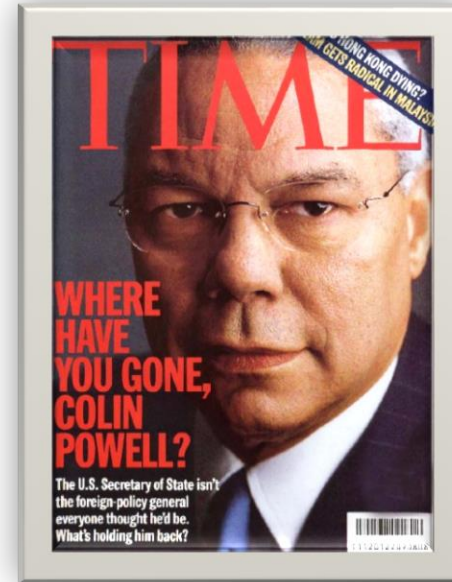


Kazuo Kawasaki

Smart& High Technology



Celebrities



Many Celebrities wearing MASUNAGA in formal/ personal in the world...

Movie: Photo Shooting in Los Angeles



MASUNAGA™ s



MASUNAGA™ since 1905



AGA

L

MASUNAGA Direct Shops

Nagoya Lachic



Tokyo Aoyama

2K540 Room

Asagaya Room



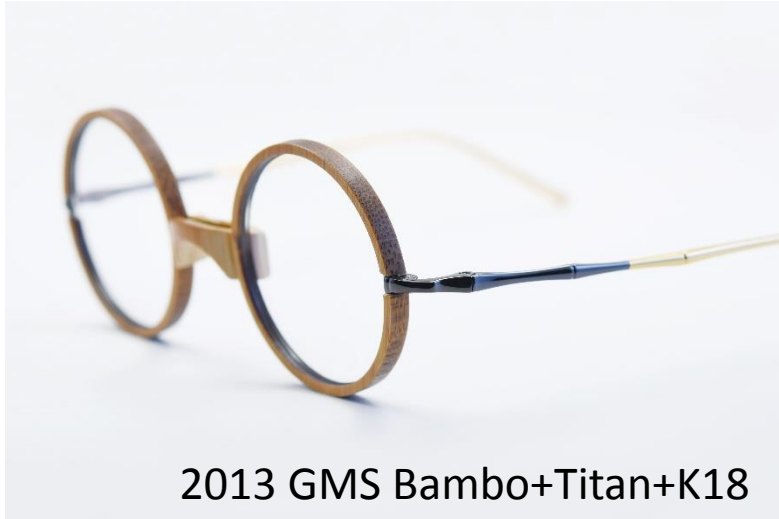
Nara Gakuenmae



World Wide Network

| | | | |
|---|--|--|---|
|  France |  Japan |  Singapore |  United States |
|  Swiss |  Indonesia |  Philippine |  Canada |
|  Germany |  China |  Thailand | |
|  Italy |  Korea |  Australia | |
|  Spain |  Hong Kong | | Etc. |
|  England |  Malaysia | | |
|  Sweden |  Taiwan R.O.C | | |

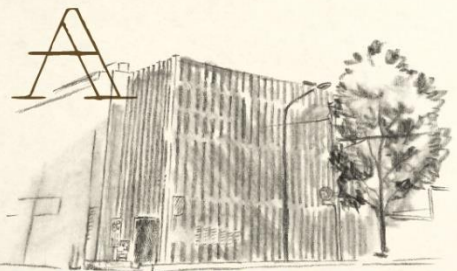
Awards



MASUNAGA 110TH ANNIVERSARY

text > Iu kin wai photography > Choi Wing Chuen, Ester Man, Niki Chan, Iu Kin Wai illustration > Sarah Tong

MASUNAGA · 增永眼鏡，始創於一九零五年，以下是一些品牌在過去一百一十年的歷史側影，歡迎大家細讀。



AOYAMA · MASUNAGA 1905 FLAGSHIP STORE



BAMBOO GOLD FRAME



GOZAEMON MASUNAGA

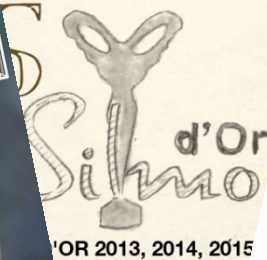


MASUNAGA
BY KENZO



MADE IN JAPAN
WORLD CLASS MANUFACTURER

QUAL
INTEGRATED P



FOR 2013, 2014, 2015



COLLECTION MASUNAGA DESIGNED BY KENZO TAKADA
MODEL: SAKURA
HKD \$ 5,500



COLLECTION MASUNAGA LIMITED EDITION
MODEL: GMS-81
HKD \$ 3,500



COLLECTION MASUNAGA DESIGNED BY KENZO TAKADA
MODEL: YOGA
HKD \$ 5,500



COLLECTION MASUNAGA DESIGNED BY KENZO TAKADA
MODEL: CAMPANILE
HKD \$ 5,500

MASUNAGA'S COLLABORATION

日本の手工職工業界は信譽保證、有殿堂級設計師助陣，說到底除了錦上添花，還是可以從一個非行內的人提供美學上的新角度，互相切磋，激發創意。高田賢三 (KENZO TAKADA) 幾乎是日本最早成名的時裝設計師，他除了近年對作品設計有所涉獵，已經處於半退休狀態，難得和 MASUNAGA 的合作，令我們可以近距離觸摸和欣賞精緻細緻的日本工藝，將復古和現代風格共冶一爐。灣鏡眼鏡在港獨家出售，他們自家店也會推出一款和 MASUNAGA 的合作版好對此道者一同賞玩。

灣鏡 1881 香港九龍尖沙咀彌敦道 2A 號 1881 第 2 樓 2631 1881 www.masunaga1905.com



FUKUI, JAPAN / FACTORY



Audrey
I cannot go out
without sunglasses!



Lea
Style.



Althea
I like sunglasses in the
morning!



Tim Hamilton
practical + stylish



Wayne Tucker
everyone wears something unique,
especially hipsters.



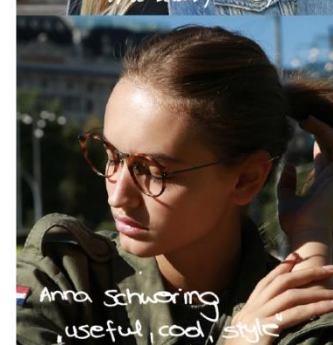
Seamus Lee
vintage, eclectic, quirky,
humorous, classic



Chris Granville
Sunday casual



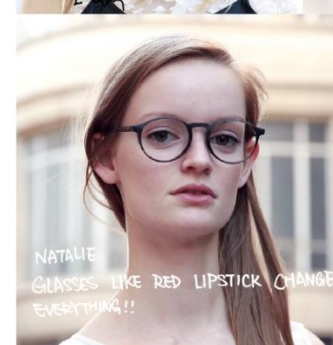
Lina Schwering
Sunglasses are essential,
they are the cherry on top
of a beautiful outfit.



Anna Schwering
useful, cool, style



Neil Mackie
These sunglasses
make me feel
I'm expressing
an accurate
depiction of who
I am



NATALIE
GLASSES LIKE RED LIPSTICK CHANGE
EVERYTHING!!



Riccardo
THESE
SUNGLASSES
ARE
UNIQUE!



Kaye
I love these sunglasses
I wear them as much as
I can.



Egon
These sunglasses are
wicked!



Joanna
I think these sunglasses
are really cool

EYEWEAR LOVERS IN THE FASHION CITIES

我們走訪四大時裝城市，看看不同個性的人如果演繹增永眼鏡。

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