

MASUNAGA™



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.

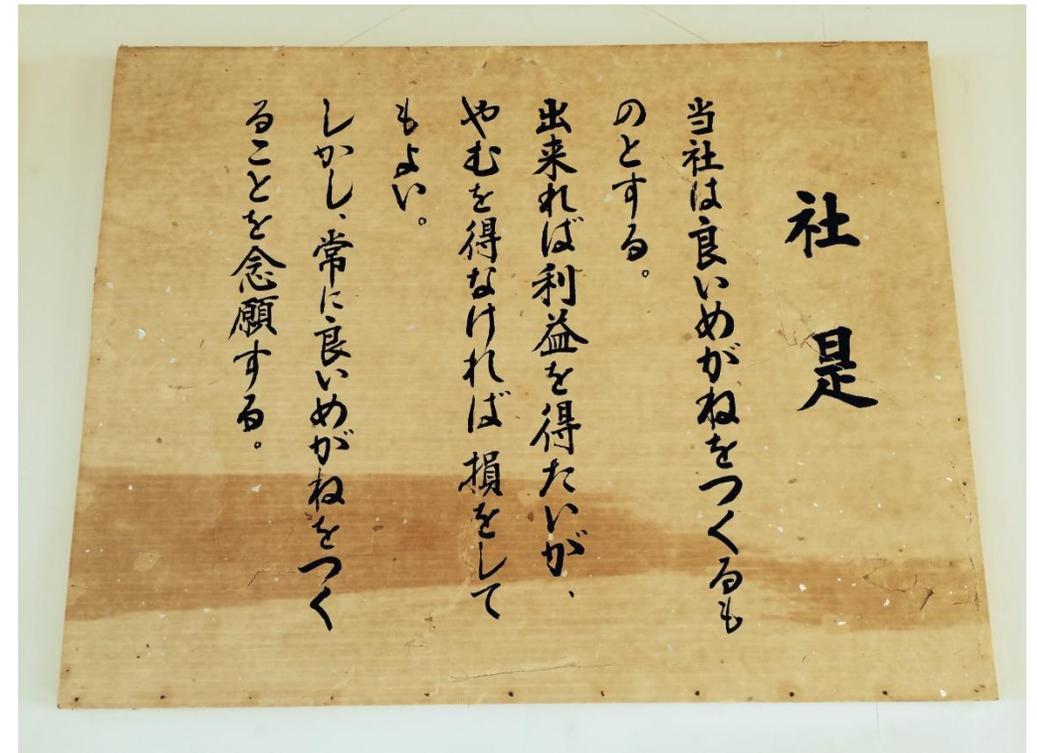


The company's mission statement

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



1963 Visit by former Prime Minister



Emperor visits MASUNAGA and Presented with 3 Glasses in 1933.



1968 Visit by the Present Emperor And Princess



1999 Visit by Prince Akisino

Movie :Masunaga Factory

MASUNAGA™ 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
since 1905

Kazuo Kawasaki
(Smart & High technology)

光輝
(Plastic line)



GMS
(Combination)



Metal Line
(New Line)



Kenzo Takada
(Collaboration)



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

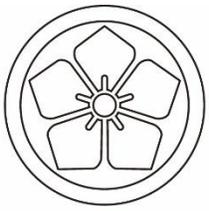
“MASUNAGA G.M.S.” was born as a gift to the Showa Emperor. The value of the function has gone far beyond, and it has been resurrected as “GMS-LIMITED” in 2005. Presently, “MASUNAGA G.M.S.” has lined up as a regular brand. The function of the limited edition has not been changed. We achieve to make eyeglasses 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.

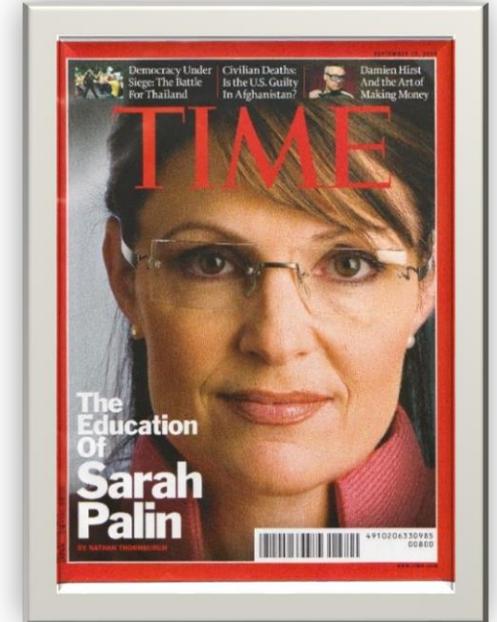
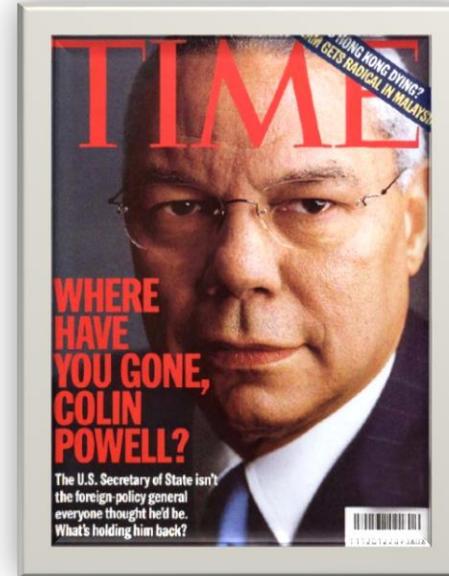


Kazuo Kawasaki

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



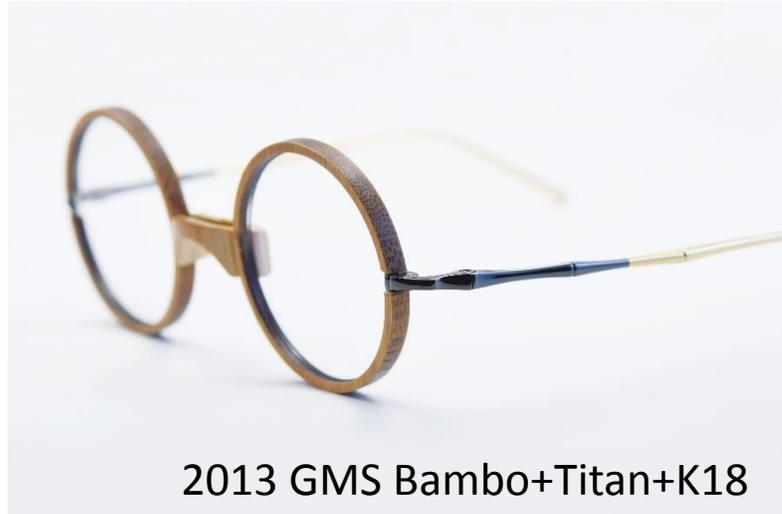
Awards



2001 Kazuo Kawasaki



2014 Kenzo Takada



2013 GMS Bambo+Titan+K18



2015 GMS

MASUNAGA

110TH ANNIVERSARY

text > lu kin wai photography > choi wing chuen, ester man, ricki chan, lu 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

増永五左エ門



MASUNAGA BY KENZO

HERITAGE

INTER



MADE IN JAPAN WORLD CLASS MANUFACTURER

QUAL INTEGRATED PF



Simmo d'Or FOR 2013, 2014, 2015



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



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



COLLECTION: MASUNAGA DESIGNED BY KENZO TAKADA MODEL: DAMPANELLE HKD \$ 7,500

MASUNAGA'S COLLABORATION

日本的工匠精神已经是信心保证，有殿堂级的设计师助阵，说到底除了锦上添花，还是可以提供一个非行内的人提供美学上的新角度，互相切磋，激发创意。高田繁三 (KENZO TAKADA) 几乎是日本最早成名的时装设计师，他除了近年对饰品设计有所涉猎，已经处于半退休状态，难得和 MASUNAGA 的合作，令我们可以近距离接触和欣赏精雕细琢的日本工艺，将复古和现代风格共冶一炉。巴顿眼镜在港独家出售，他们自家店也会推出一款和 MASUNAGA 的合作版好对此道者一同赏玩。

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FUKUI, JAPAN / FACTORY

オヤジの「白」は不肖の色



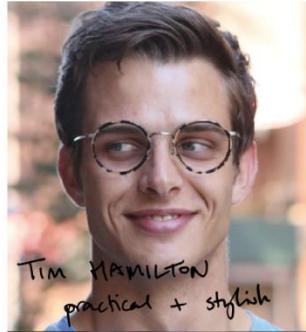
Audrey
I cannot go out
without sunglasses!



Lea
Style.



Allie
I like sunglasses in the
morning!



TIM HAMILTON
practical + stylish



Wayne Tucker
everyone wears something unique,
especially hipsters



Seamus Lee
vintage, eclectic, quirky,
numinous, classic



Chris Granville
Sunday casual



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



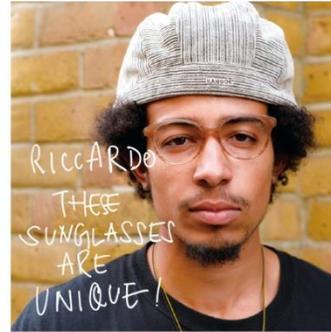
Anna Schwing
useful, cool, style



Neil Mackie
These sunglasses
make me feel
I'm exhibiting
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
wild!



Joanna
I think these sunglasses
are really cool

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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。

End