

Nathalie Blanc



Luxury Eyewear designed and handcrafted in France

Brandbook 2020

Nathalie Blanc



PARIS

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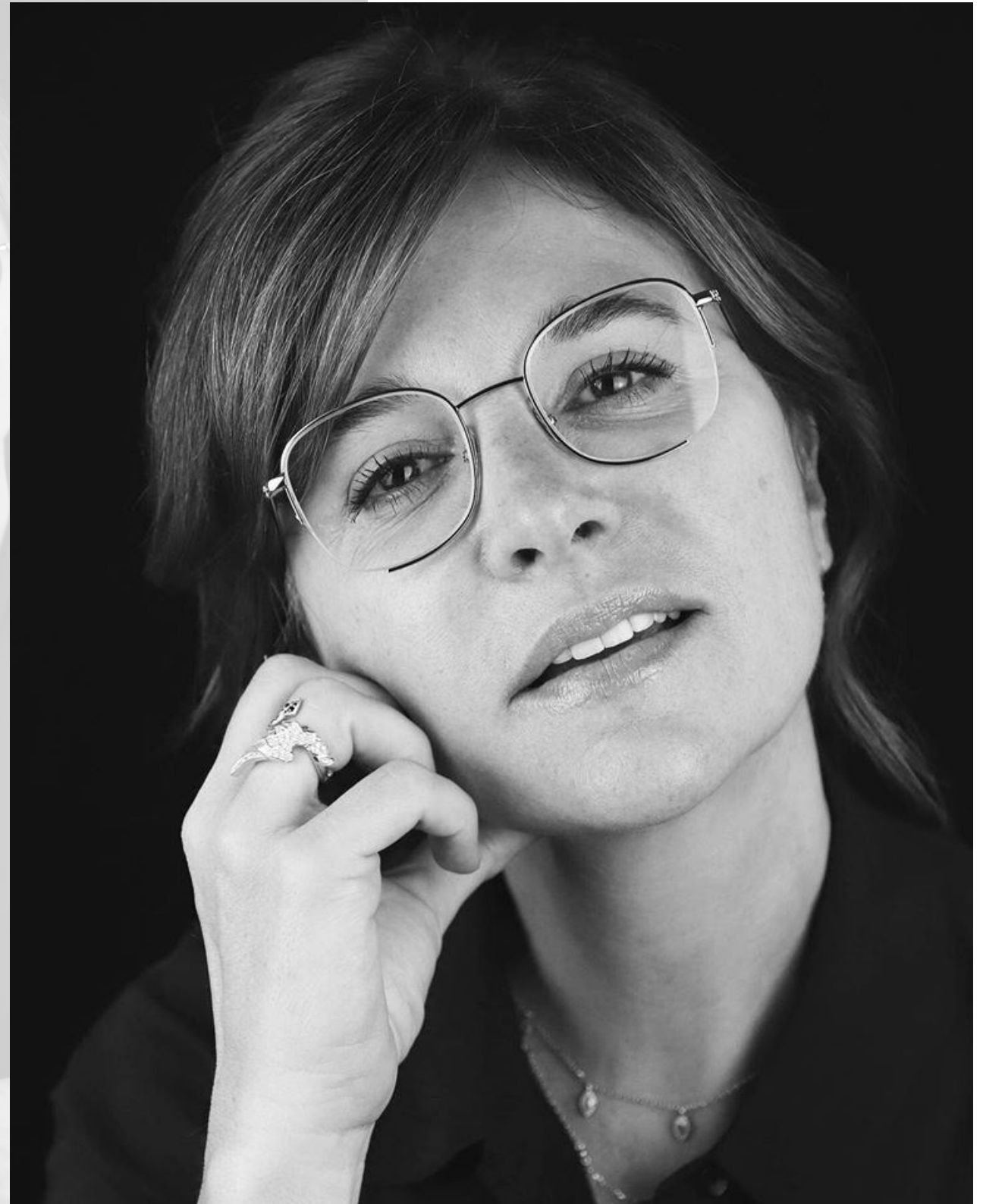
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1 – THE DESIGNER

The force behind the brand is the daring, humble, talented, passionate, perfectionist, French-born designer Nathalie Blanc.

Nathalie Blanc is a true ambassador for the French manufacturing and excellence in know-how, and her talent exudes in the refined and delicate frames she designs, the ones that combine the perfect harmony between the eye, the style, and material.



"I have always dreamed of embodying French excellence: extreme precision, undeniable quality, pure and timeless design."

Nathalie Blanc



EARLY YEARS

At a young age, Nathalie Blanc started wearing glasses. The shape didn't fit her face, and the style was not graceful nor trendy.

As a teenager, the idea of shaking the world of eyewear had become an obsession. Nathalie made a promise to herself to create her universe, to reinvent a style where this functional and unattractive accessory would reflect one's style, personality, and aesthetics.

"I was so embarrassed to wear my eyeglasses, and this trauma has been pivotal in my life."

INSPIRATION

The attention to detail in her work and creations reflects her passion for art, design, and architecture, in which beauty and elegance fuse.

ACCOMPLISHMENTS

Her studies at ISO in Paris led her to become an optician and to open two optical stores.

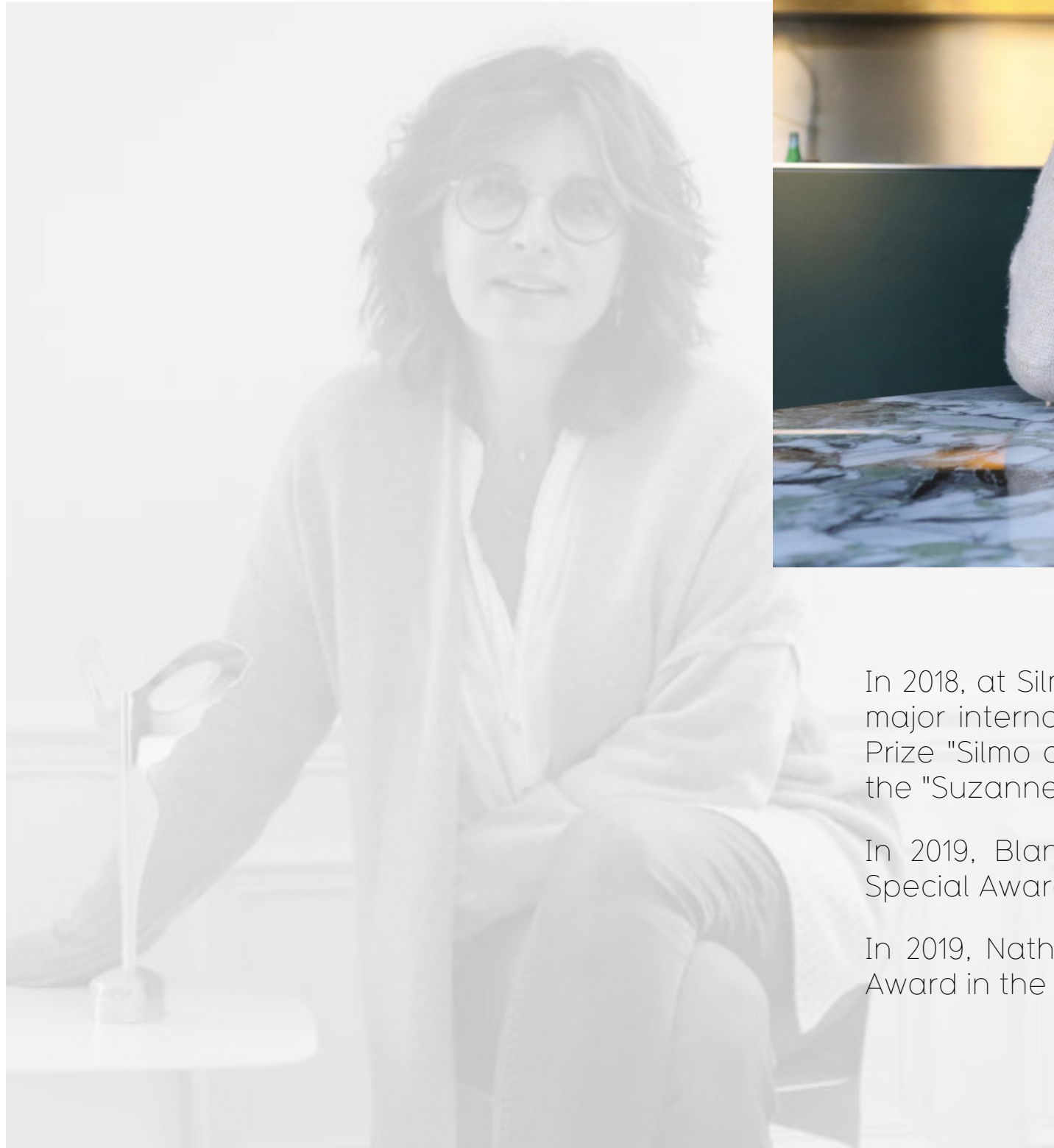
In 2010 Nathalie Blanc creates collections for ready-to-wear brand Michel Klein and in 2012 for Swildens

In 2015, Nathalie Blanc launches her first eponymous brand, a Parisian luxury eyewear collection for men and women with the desire to create "rare comfort for the complexity and individuality of each nose and face."

In 2016, Nathalie Blanc signs an unprecedented collaboration with the collective Rouje by Jeanne Damas, by launching the model Corto.

"The inspiration comes mainly by strolling in flea markets, but also by looking at vintage photography and watching old movies of Renoir, Capra, Lubitsch."

2 – AWARDS



In 2018, at Silmo Paris, the World Optics Fair, and in competition with the major international brands, Nathalie Blanc Paris wins the Special Jury Prize "Silmo d'Or", a prestigious award for innovation and creation with the "Suzanne 253".

In 2019, Blanc...Collection for teen is nominated for the "Silmo d'Or" Special Award in the children eyewear category with the "Ariane".

In 2019, Nathalie Blanc Paris is nominated for the "Silmo d'Or" Special Award in the sunglasses category with the "Maman 128".



AWARDS & NOMINATIONS

"Suzanne 253" is a very feminine oversize metal gold-rimmed round sun glasses design. Its inverted bridge reduces the curve of the nose. The glasses are released on the lateral parts of the telescope. The temples and the face are plated in 22 carat gold.

"This frame unveils an alliance of fashion and elegance. I opted for an oval shape, bringing a vintage and delicate touch. This natural acetate frame is made entirely by hand in the purest tradition of French eyewear. The ultra feminine touch is highlighted by the insertion of a 22-carat gold ring into the tip of the branch."



3 – MADE IN FRANCE

"They have always been at my side... Three-colors glasses didn't exist, we launched them, we have been the first to imagine color scale photochromic glasses and we just created two-colored polarized glasses, never seen on the market."

Nathalie Blanc Paris collection epitomizes French excellence in design and craftsmanship. All frames are designed in the Parisian workshop and manufactured in the Jura region, the birthplace of the French eyeglass industry.

For generations these skilled artisans have been crafting the world finest eyewear.



Nathalie Blanc



PRODUCTION

Each manufacturing step is meticulously executed, combining both leading technology and artisan work.

Raw material is cut into face fronts using a high-tech CNC machine, it's tumbled with beech tree wood chips and hand-polished with a German wax compound for a flawless finish. Once all the components are complete the frames are carefully assembled by hand.

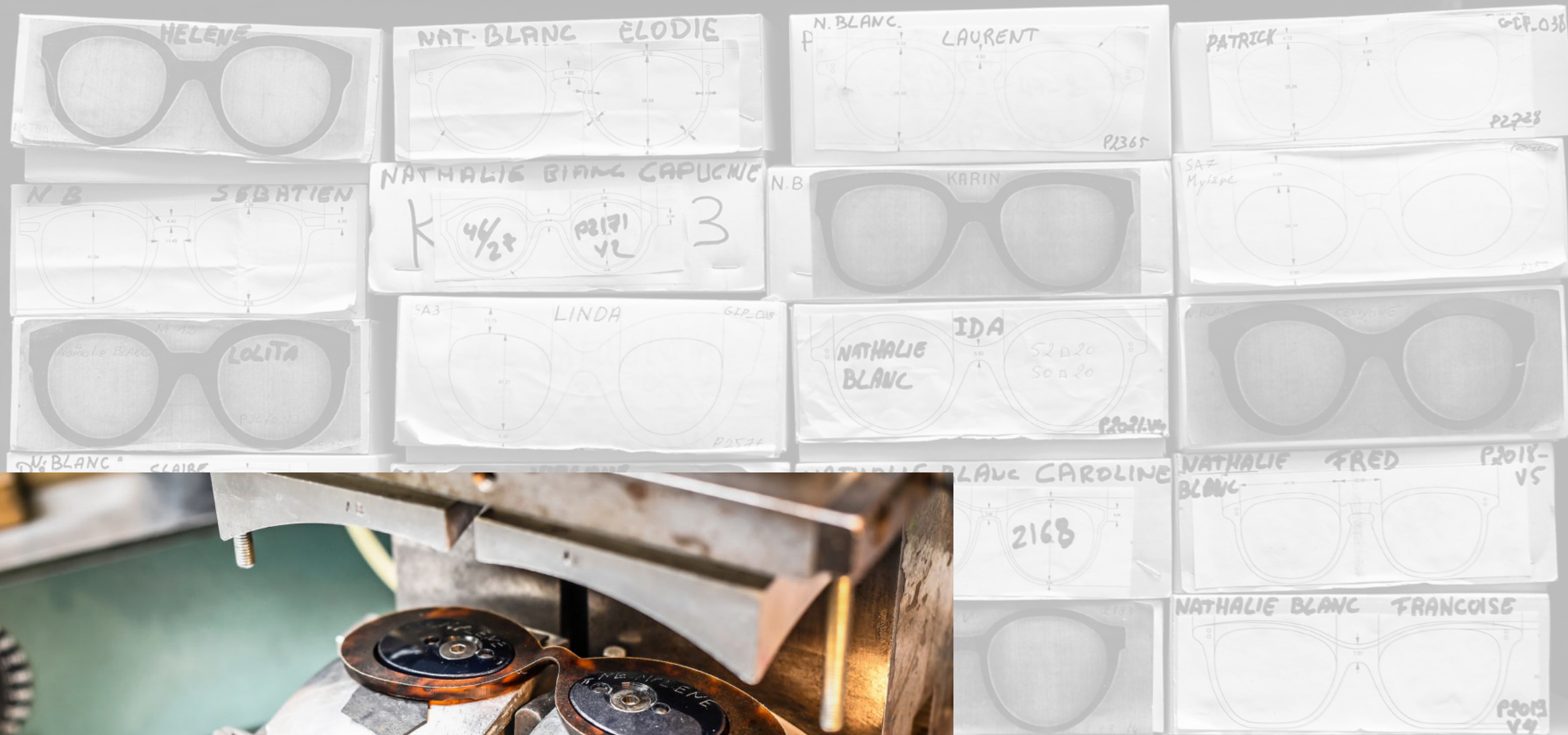
The process finally ends with a rigorous quality control inspection ensuring that all products reaching the market meet the highest standards of quality. Every pair is a unique piece and property of the brand.

COMPONENTS

From custom-designed cellulose acetate to ultra-lightweight titanium, we use nothing but premium materials for our frames. The frames are laminated in 22 carat gold. The hinges and core temples are developed by the design team.

Bi-plating is exclusive to Nathalie Blanc Paris. All these features join aesthetics and advanced technology.

"I was so excited to come across post war acetate plates in the Oyonnax region, a place full of history, the Mecca of French eyewear. The particularity of this acetate is its extraordinary quality and breathtaking beauty."



"I design my glasses with particular care placed on every detail such as curve, nose, color and, I pride myself to consider the stellar result as the unique property of Nathalie Blanc Paris."

4 - THE BRAND

Established in 2015, Nathalie Blanc Paris, the luxury brand of eyewear, rose quickly to set itself apart from the rest of the industry with its innovation, its impeccable craftsmanship, and the finest materials. Nathalie Blanc Paris collection is designed to match perfectly with the face's curves. The avant-garde collection offers a variety of colors in a subtle palette, delicate frames, and detailed temples, mixing tradition with a modern approach.

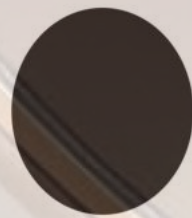
The winning design is described as a pure, delicate form, with particular care placed on every detail. Each frame features a distinguished two-tone detail at the end of the temples. With overtones of the 1970s, the frames have featured a delicate flash or graduated lens and sophisticated combinations of the French know-how.

The eyewear collection is made exclusively in France in one of the most prestigious factories founded by Jean Lempereur in the 60s combining the finest materials with high-quality design.



"I gave birth to Fanny, Jennifer, Otto, Joséphine, Anaëlle, Bob, Alexandra, Hermes, Lolita, Hélène, Johanna, Eric..."

Nathalie Blanc



PARIS

THE METAL COLLECTION

Insightful and innovative, Nathalie Blanc has, since autumn 2017, included an exclusive metal collection. Each piece of the frame is handmade. Elegant and sleek, metal glasses are the result of a complex and precise process.

Entirely manufactured in France, in the Jura region, the frames are laminated in 22k gold, with stunning intricate detail, with the two-tone spatula on either ends of the temples.



ALEXANDRA



ALFRED





ALIX



EDGARD



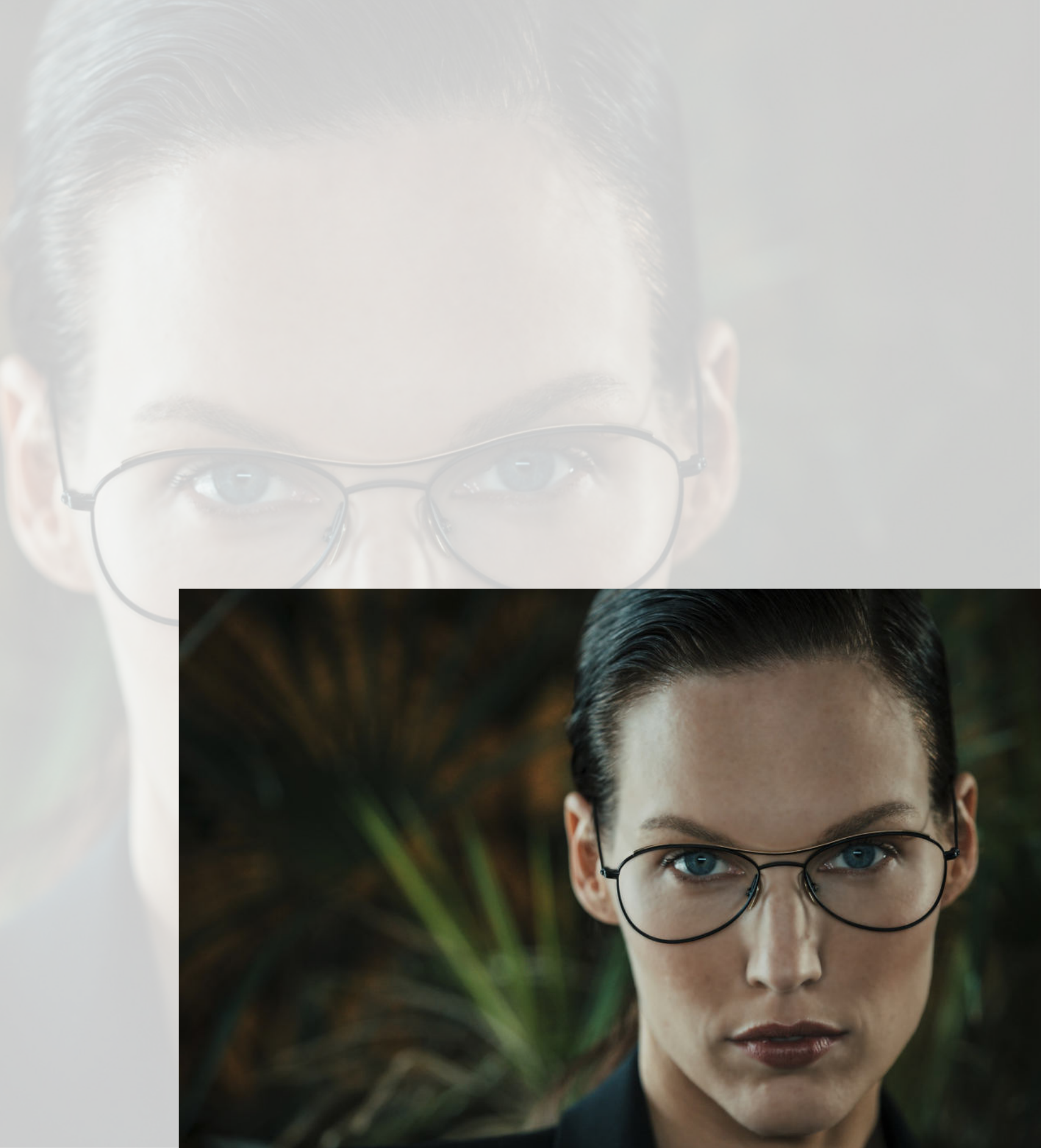
EMMA





FANNY





JOHANNA



LAURA



Nathalie Blanc



THE ACETATE COLLECTION

Nathalie Blanc Paris creates its own acetate plates. Noble materials are used such as cellulose acetate, made from cotton blossom and seaweed. The acetates are organic and recyclable and they offer an infinite possibility of colors, constructions and shapes. The particularity of this acetate is its extraordinary quality and breathtaking beauty. They often age them over thirty years to reinforce their solidity.

The lenses are also made in France. The solar glasses, signed by Carl Zeiss and Divel are equipped with anti-reflection, which allow a high protection of the retina.

Nathalie Blanc collaborates with Mazzucchelli acetate to develop artisanal frame series that feature layers of depth through the finest materials in optical. Cellulose acetate is a plant-based plastic that is hypoallergenic. This material was first used for eyewear in the late 1940's because of brittleness and other problems with previously used plastics. Today's acetates are known for being strong, lightweight, and flexible.



CLAIRE





ESTHER



HARRY



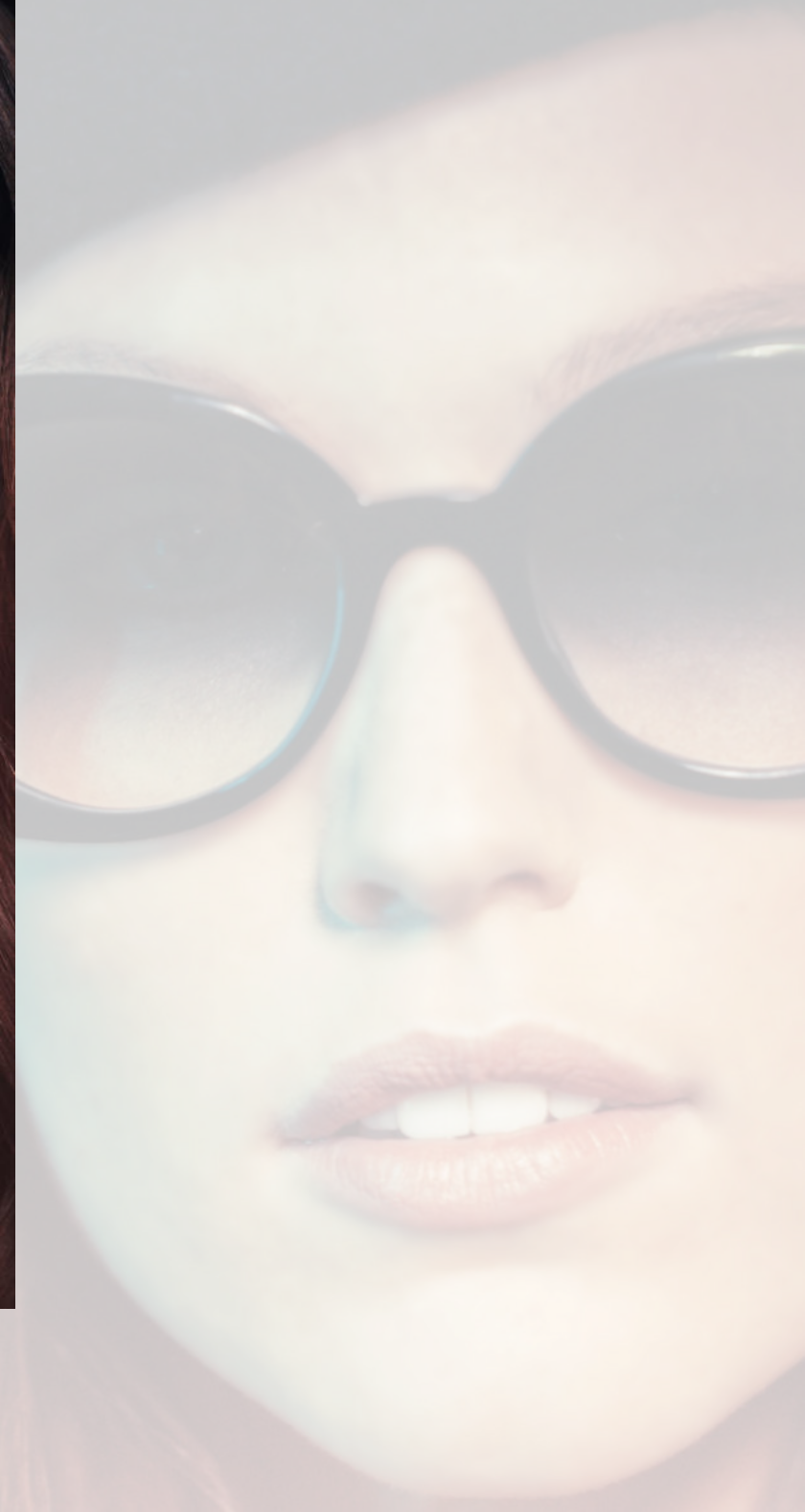
HELENE



JEROME



LESLIE



MAMAN



PIERRE



5 - PRESS, EVENTS AND CELEBRITIES



They love Nathalie Blanc Paris...

Nathalie Blanc Paris, the brand chosen by worldwide celebrities such as Carla Bruni, Alice Taglioni, Mélanie Thierry, Bruno Solo, Laura Smet, Isabelle Adjani, Melanie Laurent, David Dickens, Melody Gardot, Benoit Magimel, Rod Paradot, Laurent Delahousse and many more.

Gala
15 mars 2017

SUCCESS STORY
PHOTOS: JEAN-BRICE LEMAL

Opticienne depuis vingt-cinq ans, Nathalie a lancé sa propre collection de lunettes il y a dix-huit mois et celle-ci se développe à vue d'œil! Un phénomène.

Les stars en sont folles : de gauche à droite, au premier plan : Alice Taglioni, Christophe Michalak, Mélanie Thierry, Laurent Delahousse, Béatrice Schönberg, Cendrine Dorniguet et Aure Atika. Au second plan, Sophie Davant, Roselyne Bachelot, Eric Brunet, Delphine Michalak, Bruno Solo, Alicia Laroché-Joubert, Christophe Saintagne, Hélène Darroze, Pierre Hermé, Nathalie Blanc.

NATHALIE REVENDIQUE SA FAÇON DE FAIRE À L'ANCIENNE, À MAIN LEVÉE

NATHALIE Blanc
Une créatrice en vue

Une ascension voyante. « En moyenne, je vends 400 paires de lunettes par jour, j'en vendais 400 par mois en septembre. C'est un réel engouement ! » Lorsqu'elle nous reçoit dans son showroon parisien, confortablement calée dans son canapé Criterio (qui la suit depuis quinze ans), Nathalie Blanc n'en revient toujours pas. Elle qui a signé des collections pour Michel Klein et Swildens avant de lancer sa marque éponyme en 2015, a eu l'effet de quoi avoir le sourire. Ses lunettes mode (100 % françaises) s'imposent comme l'un des accessoires tendances de la saison 2017. « A chaque fois que je les porte, tout le monde me demande la marque et le modèle, s'amuse l'actrice Alice Taglioni. Son compagnon, le journaliste Laurent Delahousse ne quitte plus ses montures, comme on peut le voir sur les plateaux des journaux de France 2 chaque week-end. « C'est le chic à la française, souligne-t-elle. Des produits purs, une belle matière, des lignes étudiées. »

Nathalie Blanc voit sa griffe décoller, grâce à son carnet d'adresses foisonnant et à son inlassable perfectionisme. « Dans ses moments de création, il n'y a plus personne, confie son époux le journaliste Eric Brunet. Elle dessine sur de grands papiers blancs, puis découpe ses montures de lunettes dans du carton qu'elle met sur la tête de ses modèles. J'adore l'observer pendant cette phase. » Nathalie revendique sa façon de faire à l'ancienne. « Je fais tout à main levée car contrairement à la 3D, on conserve cette petite fantaisie de la différence entre le dessin et l'usage, remarque-t-elle. Une lunette confortable a 70 % de chances d'être achetée. Et puisque je fabrique, je distribue et je vends, j'ai très vite un retour de ce que pensent les clients. J'essaye d'être la plus réactive possible. »

Parmi ses musts, la Lolita (modèle vintage aux couleurs modernes), mais aussi la Laurent (Delahousse), la Eric (son mari), la Madeleine ou la Suzanne (en hommage à ses deux filles). « Toutes mes lunettes portent le nom des gens que j'aime, sourit Nathalie. Mes filles ont insisté pour avoir les leurs alors qu'elles n'en ont pas besoin. Et c'est la tendance. » « Aujourd'hui, poursuit la créatrice on peut corriger certains dysfonctionnements par une opération. D'aucuns choisissent de porter des lunettes

qui deviennent alors "un objet plaisir". Un vrai accessoire de mode. » Lors de notre shooting, Roselyne Bachelot, qui vient de découvrir la griffe, est littéralement sous le charme. « Je perds tout le temps mes lunettes donc je suis une spécialiste pour Nathalie, s'amuse l'ancienne ministre. Ses créations sont devenues une signature et c'est ce qu'on attend d'un tel objet. » « C'est presque de la haute couture, s'exte-rit l'actrice Aure Atika. Elles sont à la fois modernes et très classe. »

Tout juste converti, le chef Christophe Michalak ose une comparaison avec son métier. « Je dis souvent : "Gardez mes gâteaux, vous saurez qui je suis", ça vaut aussi pour les lunettes, remarque-t-il. Je vais souvent au restaurant lorsque j'aime la cuisine d'un chef mais aussi sa personnalité. » Suivez son regard... ♦

ALEXANDRE MARAS

Membres disponibles entre 280 € et 350 €. Quelques points de vente : Édouard Belin, 14 rue Norvins, Tours ; Prestige Optique, 15, rue Mazodière, Biarritz. Mes lunettes et moi, 25 rue des Martyrs, Paris 9^e. Adrien Vikiot, 41, bd Malesherbes, Paris 8^e. Via One Gauthier, 35, rue du Bac, Paris 7^e.

70

71

David Dickens, Journalist



Isabelle Adjani, Actress



Laurent Delahousse, Journalist



Carla Bruni



Melody Bardot, Singer



Alice Taglioni, Actress & Rod Paradot, Actor



Melanie Thierry, Actress



Tomer & Sandra Sisley



Bruno Solo, Actor



Florent Pagny, Singer Songwriter

SEPT 2019 - NATHALIE BLANC PARIS CELEBRATES ITS 5TH YEAR ANNIVERSARY AT CAFE DE L'HOMME IN PARIS



Fanny / Nathalie Blanc / Vanille Clerc / Benjamin Biolay

Nathalie Blanc Paris celebrated its 5th anniversary with a private cocktail event and VIP preview of the new collection 2019-2020 at Cafe de l'Homme in Paris. With sweeping views of the Eiffel Tower, the newly reimagined restaurant inside the Musée de l'Homme is a magical place.



Carine Galli /Nathalie Blanc & Eric Brunet / Sophie Brafman & guest

Over 600 guests attended the exclusive event, including a mix of celebrities, influencers, press, and industry tastemakers. An evening during which Benjamin Biolay performed to the delight of many guests.



Nathalie Blanc / Caroline Barclay / Frederic Anton



Marie Emilie Seignier / Taylor Lashae & Chloé Lecareux / Melodie Vaxelaire

NOV 2019 – PRIVATE EVENT TO LAUNCH THE COLLABORATION NATHALIE BLANC PARIS X LORENZ BAUMER IN PARIS



Vanille Clerc / Melody Gardot / Kareen Guiock / Sandra Ackerl

A collaboration with the prestigious jeweler of the Place Vendôme, Lorenz Bäumer, has given birth to a jewelry-bezel made of 24-carat gold and sixteen diamonds set by hand eyewear.



Aura Atika, Nathalie Blanc & Pascal Elbe / Lorenz Baumer & Thierry Lhermitte/ Barbara Thorne



Nathalie Blanc & Mara Lafontan / Marie Zannou / Justine Soranzo & Lucie Rose Mahe

During the launch party, 350 guests had the pleasure of being enchanted by the performance of Vanille,

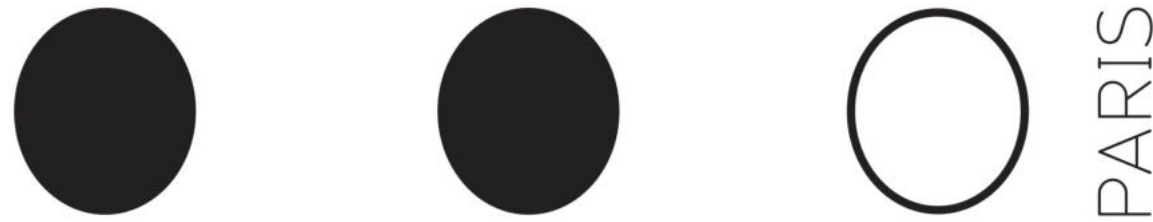
6 – LE SHOWROOM

Le Showroom is located in Paris, in the prestigious "Rive Gauche" area renowned for its boutiques, art galleries, antique shops, and mythical cafes.

Inspired by the poetry and history of Saint-Germain-des-Prés, Nathalie Blanc designed this 160m2 space and transformed it into an elegant, chic intimate setting, a combination of atelier, salon, and boutique showcasing the best of luxury eyewear.



Nathalie Blanc



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