

Maison Nathalie Blanc



Brandbook 2021

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Maison Nathalie Blanc



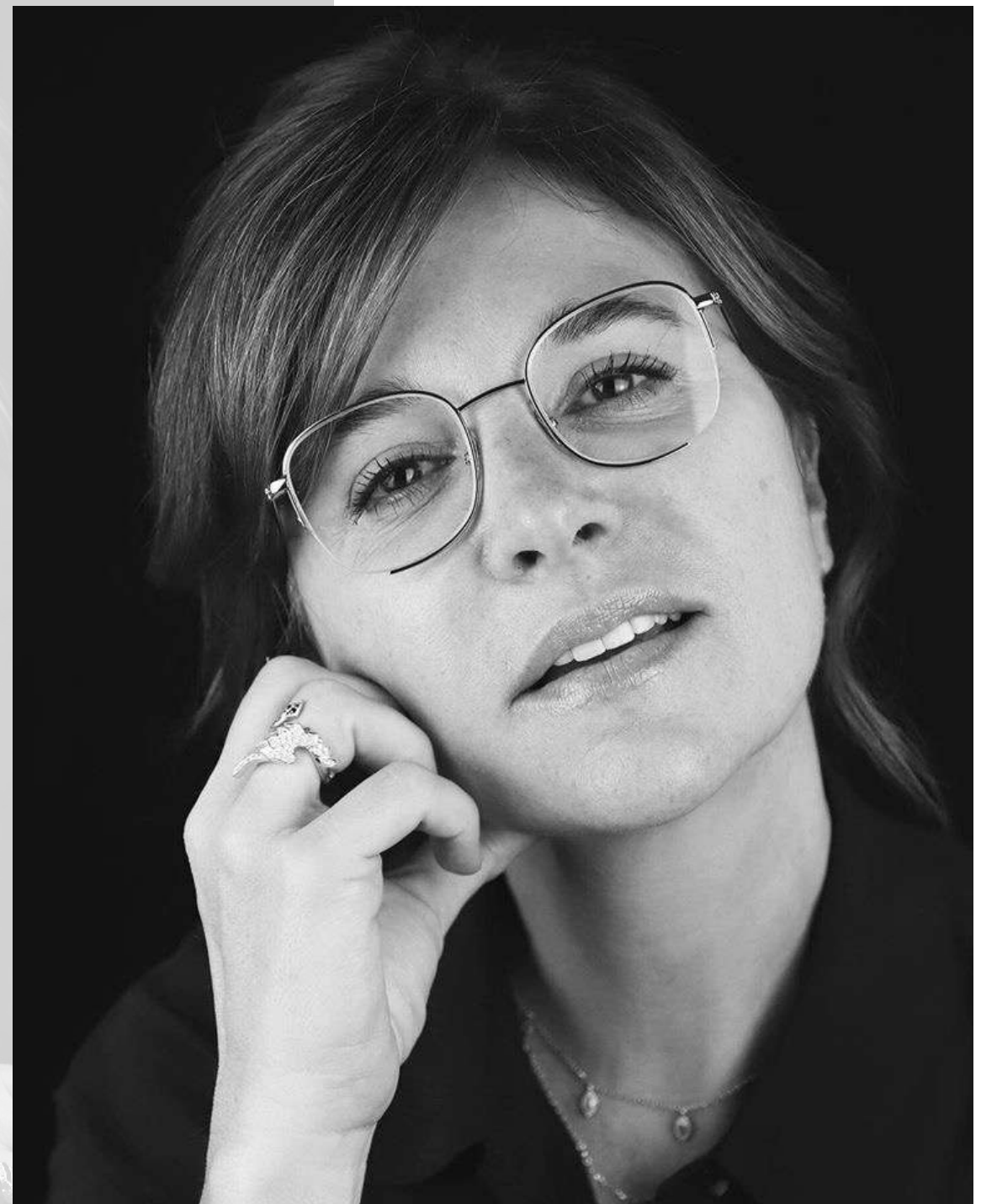
PARIS

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.

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

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

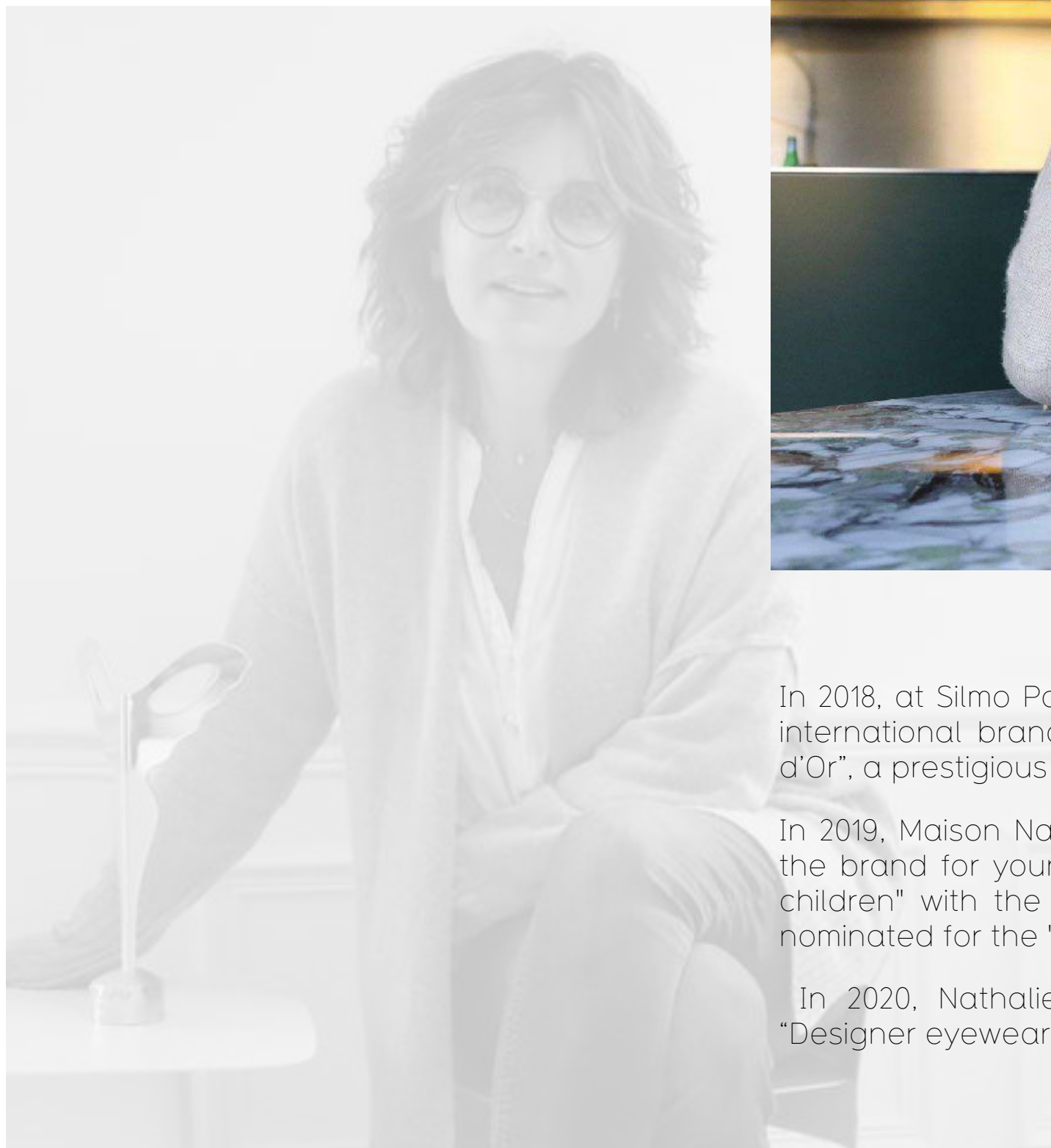
In 2015, Nathalie Blanc launches her first eponymous brand, a Parisian luxury eyewear collection for men and women with the desire to create "rare comfort for the complexity and individuality of each nose and face."

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

In 2018, after dressing the look of women and modernizing that of men, Nathalie Blanc is now turning to young adults by launching Blanc, a brand of retro glasses adapted to their face and their daily life.

In 2020, the designer announces the arrival of her latest brand exclusively made in France and entirely dedicated to men, Monsieur Blanc. It also renamed the company under the name Maison Nathalie Blanc which brings together its three brands: Nathalie Blanc Paris, Monsieur Blanc et Blanc.

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, Maison Nathalie Blanc was nominated twice for the "Silmo d'Or". With the brand for young adults, Blanc ..., nominated in the category "glasses for children" with the "Ariane 232". And also with Nathalie Blanc Paris that was nominated for the "Silmo d'Or" in the sunglasses category with the "Maman 128".

In 2020, Nathalie Blanc Paris won another "Silmo d'Or" in the category "Designer eyewear" for her frame "CHUPA 363".

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

"The Maman 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."

The "CHUPA 363" is a flagship combined model signed Nathalie Blanc. With thick MODOT acetate inserts affixed to a metal frame, it is a new and original oversize product. Carefully selected green speckled acetate and a loose square shape are bold stylistic details. Not to mention the double bridge which takes up the iconic inverted bridge of Maison Nathalie Blanc.



MADE IN FRANCE

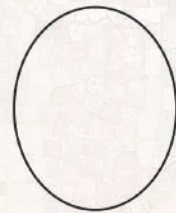
Nathalie Blanc Paris and Monsieur Blanc collections epitomize French excellence in design and craftsmanship. All frames are designed in the Parisian workshop and manufactured in the Jura region, the birthplace of the French eyeglass industry.

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

"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

High quality eyewear designed and made in France



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



MADE IN FRANCE

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.

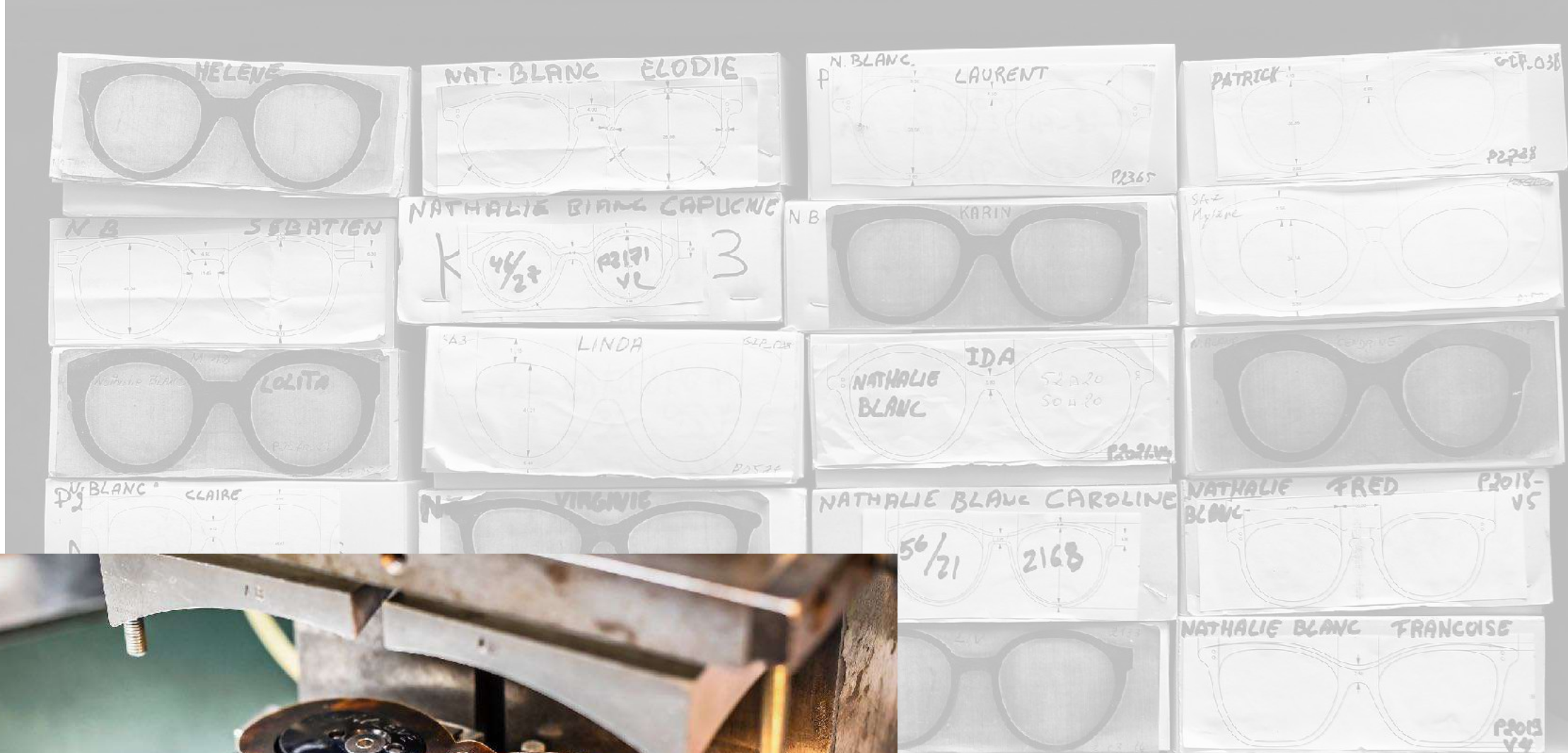
The process finally ends with a rigorous quality control inspection ensuring that all products reaching the market meet the highest standards of quality. Every pair is a unique piece and property of the brand.

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.

"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."

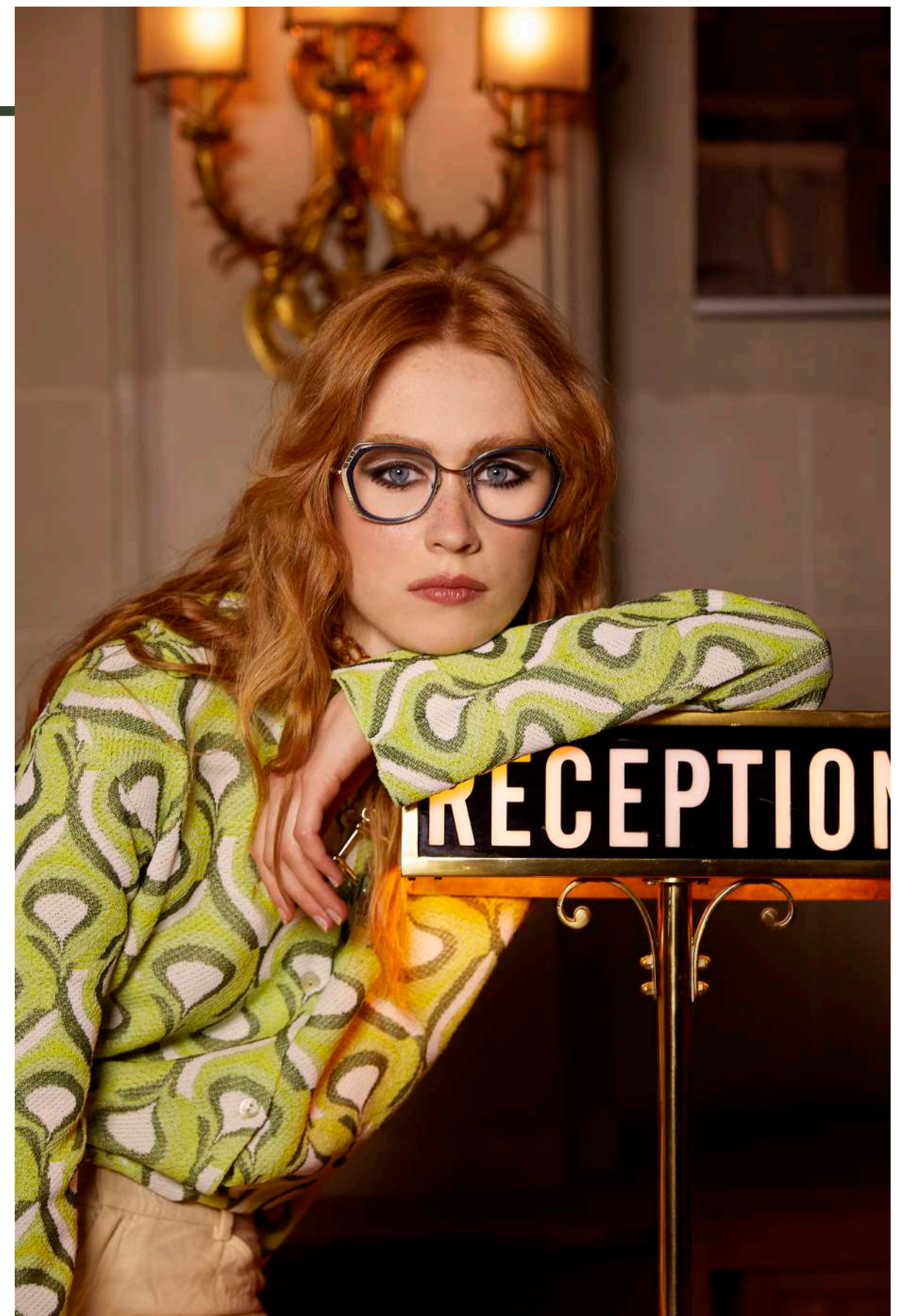


"I design my glasses with particular care placed on every detail such as curve, nose, color and, I pride myself to consider the stellar result as the unique property of Nathalie Blanc Paris."

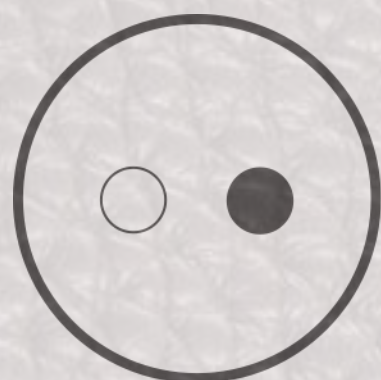












MONSIEUR BLANC

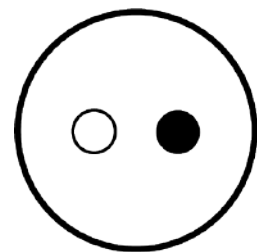
THE BRAND

Monsieur Blanc is a new brand dedicated exclusively to men and designed by Nathalie Blanc. The craftsmanship is 100% French realized in our Jura and Normandie regions.

« I created the Monsieur Blanc brand to perfectly fit the contours of men's faces. This avant-garde collection uses the same concepts that have made Maison Nathalie Blanc a success: a refined, elegant design for timeless models in a variety of subtle colors. The frames are delicate and detailed, mixing tradition with a modern approach. »

Some frames are made of Japanese and Italian acetate, some are dived into a 22 carats gold bath, and others more innovative with 3D eyes wires and tailored Japanese beta titanium temples.





MONSIEUR BLANC

MADE IN FRANCE

PRODUCTION

Our frames are manufactured 100% in France in the most prestigious factories of Jura and Normandy allowing them to combine the best materials with high quality designs.

COMPONENTS

In order to diversify our creations, different materials have been chosen for Monsieur Blanc.

Mazzucchelli acetate

A high quality Italian acetate that Maison Nathalie Blanc uses with 8mm thick sheets, giving depth and a lot of character to the frames. For this type of acetate, each piece of our glasses spends a week in beech barrels and then is hand-ground by our craftsmen to give them a puffy appearance and to soften the edges of the frame.

Japanese acetate

A range of pure and beautiful colors, as well as great rigidity.

This rigidity is the result of a much higher standing time during its manufacturing process, which allows us to create thin frames with softer color gradients.

Metal

Our metal frames are bathed in 22 carat gold. The hinges and the temples are designed by the designer team to be the lightest and the most comfortable for the wearer.

Beta titanium temples and 3D eyes wires

The custom-made Japanese beta-titanium temples are light and strong, but also flexible and adjustable. This gives the frame an unparalleled level of comfort. Resistant to very high heat as well as to the coldest temperatures, our 3D faces are made from bio-sourced materials, since they are made of 70% castor oil. In addition, 100% of the materials are used by the craftsman, which allows us not to create waste. This material allows us to offer the customer a pair of light and hypoallergenic glasses.











B l a n c

A retro eyewear brand designed for young adults

THE BRAND

Blanc... the collection for young adults by Nathalie Blanc.

In 2018, after having stylized the eye of women and modernized the look of men, Nathalie Blanc looks towards young adults by launching Blanc, a retro eyewear brand designed for their smaller faces and daily lives.

Blanc revisits the classic shapes of Nathalie Blanc Paris with a unique play and effortless on shape, colours and materials.

The name Blanc appeared like an evidence. It reminded of the "mother" brand Nathalie Blanc Paris and works as an evocation of its origins.

The white color is, from an optical perspective, the combination of every color. This explains the sense we attach to it: purity and freedom. Armed of all these weapons, Blanc opens up the possibilities. This audacity is an integral part of the brand's identity.



Well beyond a simple story about glasses,
Blanc is above all a story about freedom, a
playground of the game of creation and the
importance of functionality.

Everything is a source of inspiration to
create. Everything is in movement.
Everything is transformation. Everything is
color. Everything is texture.













Maison Nathalie Blanc



PARIS

PRESS, EVENTS &
CELEBRITIES





They love Nathalie Blanc Paris...

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

Gala

SUCCESS STORY

PHOTOS: JEAN-BRICE LEMAL

15 mars 2017

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 Tagliani, Christophe Michalak, Mélanie Thierry, Laurent Delahousse, Béatrice Schönberg, Cécilie Dominguez et Anne Attika. Au second plan, Sophie Davant, Rosalynne Bachelot, Eric Brunet, Delphine Michalak, Bruno Solo, Alicia Larroche-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

Membre d'associations entre 200 € et 250 €. Quelques points de vente : Elégant Opticiens, 14 rue Marmon, 10000, Indre-et-Vienne Opticiens, 15 rue Macquart, 10000. Mes lunettes autour, 25 rue des Martyrs, Paris 9^e. Robert Michalak, 41, rue de Valenciennes, 10000. Mes lunettes d'été, 30, rue de la Bue, Paris 7^e.

Une ascension voyante. « En moyenne, je vends 400 paires de lunettes par jour, j'en vends 400 par mois en septembre. C'est un réel engouement ! » Lorsque'elle nous reçoit dans son show-room parisien, confortablement installée dans son canapé Citterio (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, comme l'actrice Alice Tagliani. 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 épurées. »

Nathalie Blanc voit sa griffe décoller, grâce à son carnet d'adresses foisonnant et à son inlassable perfectionnisme. « 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'ouvrage, 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 opticiens. J'essaie d'être la plus réactive possible. »

Parmi ses clients, 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. L'accent choisissent de porter des lunettes qui deviennent alors "un objet plaisir". Un vrai accessoire de mode. »

Lors de notre shooting, Rosalynne Bachelot, qui vient de découvrir la griffe, est littéralement sous le charme. « Je perds tout le temps mes lunettes donc je suis une super cliente 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, surpasse l'actrice Anne Attika. 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 : "Goûtez 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

David Dickens, Journaliste



Isabelle Adjani, Actrice



Laurent Delahousse, Journaliste



Carla Bruni



Tomer & Sandra Sisley



Florent Pagny, Chanteur-compositeur



Mélanie Thierry, Actrice



Bruno Solo, Acteur



Aure Atika, Actrice

Melody Gardot, Chanteuse

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



Fanny Lamblin / 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 / Frédéric Anton



Marie Emilie Seigner / Taylor Lashae & Chloé Lecareux / Mélodie Vaxelaire

NOV 2019 – PRIVATE EVENT TO LAUNCH THE COLLABORATION NATHALIE BLANC PARIS X LORENZ BÄUMER 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.



Aure Atika, Nathalie Blanc & Pascal Elbe / Lorenz Bäumer & Thierry Lhermitte / Barbara Thorne



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

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

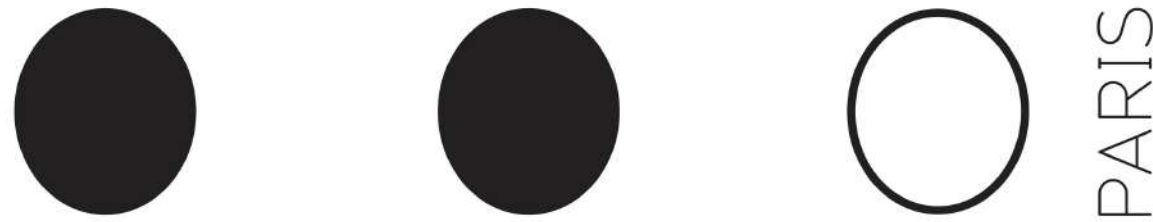
LE SHOWROOM

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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