



L I G H T B I R D
i t a l i a n l i g h t t h i n k i n g

04_2021



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mod . PLANET LB003 color C037 50-25





Corrado
Rosson

Concept & Design

LIGHTBIRD.

I longed for something that would represent my spirit, my essence as a human being. Man lives on passions and desires to be happy and this urge leads him relentlessly to rise. This is what **Lightbird** means to me: the allegory of a man who manages to overcome obstacles that seem impassable, with passion and perseverance.

So I tried to combine this feeling of mine with my daily world, the eyewear, to try to create something new and different, once again, that could surprise with the elegance of simplicity, as I like it.



Made in ITALY.

Belluno

LIGHTBIRD is a project born in the **Dolomites**, in the province of **Belluno**. The perfect habitat lives here: nature's beauty and spontaneity is combined with the long-established artisanal tradition that links the territory to the world leadership in the eyewear sector.

LIGHTBIRD is completely and proudly Made in Italy, as it can be easily guessed from the workmanship and finishing, the result of thirty years of experience of the workers involved in their creation.



Belluno - PHOTO. Francesco Sovilla



COLLECTIONS

Light_SOCIAL . Light_MATTER . Light_MIRROR

25 prescription models and 10 sunglasses, colour and shape combinations, iconic models that represent the philosophy of the brand, great fit, flexibility and lightness: these are our collections.



mod. **BUSINESSMAN**

LB017 color C067 52-19

mod. **PLANET**

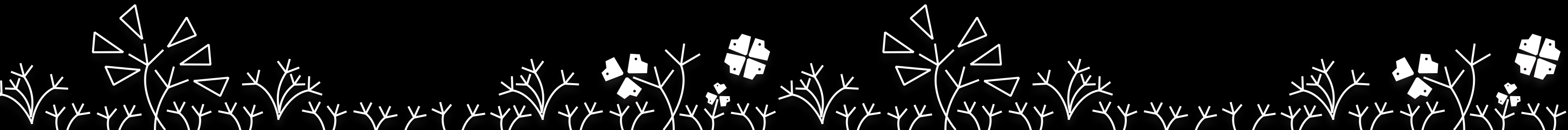
LB003 color C038V 50-25





It is only with the
heart that one
can see rightly

Antoine de Saint-Exupéry



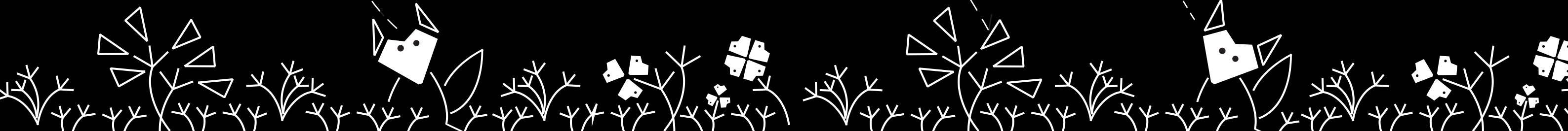
First, Lightbird
is heart and passion ...

Passion ?

... and with passion
we can do everything

Oh,
I understand !

... passion is
flying without wings





HEART of Lightbird.

The first launch of the **Light_MATTER collection** is represented by the very peculiar iconic sun model, "Heart": taking up the "heart" of the LIGHTBIRD logo, it reinterprets and reinvents the heart-shaped glasses, a great classic and icon of the '60s.



This creation wants to convey the message and philosophy of LIGHTBIRD: great passion, creativity, Made in Italy and, being the heart of a bird, inspiration to dare, innovate, go beyond, in a word "to fly".



mod. **LITTLE JUDGE** LB056 color C072 49-23



mod. **BUSINESSMAN** LB017 color C067S 52-19



mod. SPACESHIP LB055 color C085 49-23

NEW COLLECTION

Light_SOCIAL.



Light_SOCIAL.

Cellulose Acetate

The new **Light_SOCIAL** collection features a special feeling guaranteed by the tested structure and marked design, resulting from a technological interweaving of facets created with a diamond cutter.

The shapes, very contemporary and dynamic, are inspired to a classic design and addressed to young and youthful people who want to wear the style and elegance of **LIGHTBIRD's Made in Italy.**

Colour details and precious **Cellulose Acetate** complete each model.



LIGHTBIRD

mod. MINISTER OF JUSTICE LB045 color C071 54-19



mod. WHISPER LB050 color C082 52-16



mod. MINISTER OF JUSTICE LB045 color C073 & color C075 54-19



mod. LITTLE JUDGE LB056 color C080 & color C076 49-23



mod. TEACHER LB053 color C085 & color C082 54-14



mod. GEOGRAPHER LB041 color C071 & color C074 49-22



LIGHTBIRD

mod. **BUSINESSMAN**

LB017 color C001 52-19

mod. **BAOBAB**

LB028 color C001 52-22

Light_MATTER.



Light_MATTER.

Light_MATTER, a lightweight and innovative composite material all **Made in Italy**, is born from the union of Hi-Tec aluminium and Italian cellulose acetate.

Through the use of adhesives used in the aerospace field, the two materials become a single entity subsequently processed in a traditional and artisanal way.

The **Light_MATTER collection** is also characterised by the absence of painted parts: the colours on metal are made through anodisation that, in addition to colouring the material, contributes to the hardening and protection of the same over time.



LIGHTBIRD

mod. FLOWER LB020 color C062 55-17



mod. **SNAKE** LB021 color C059 53-17



mod. **BUSINESSMAN** LB017 color C056 52-19



Light_MIRROR.

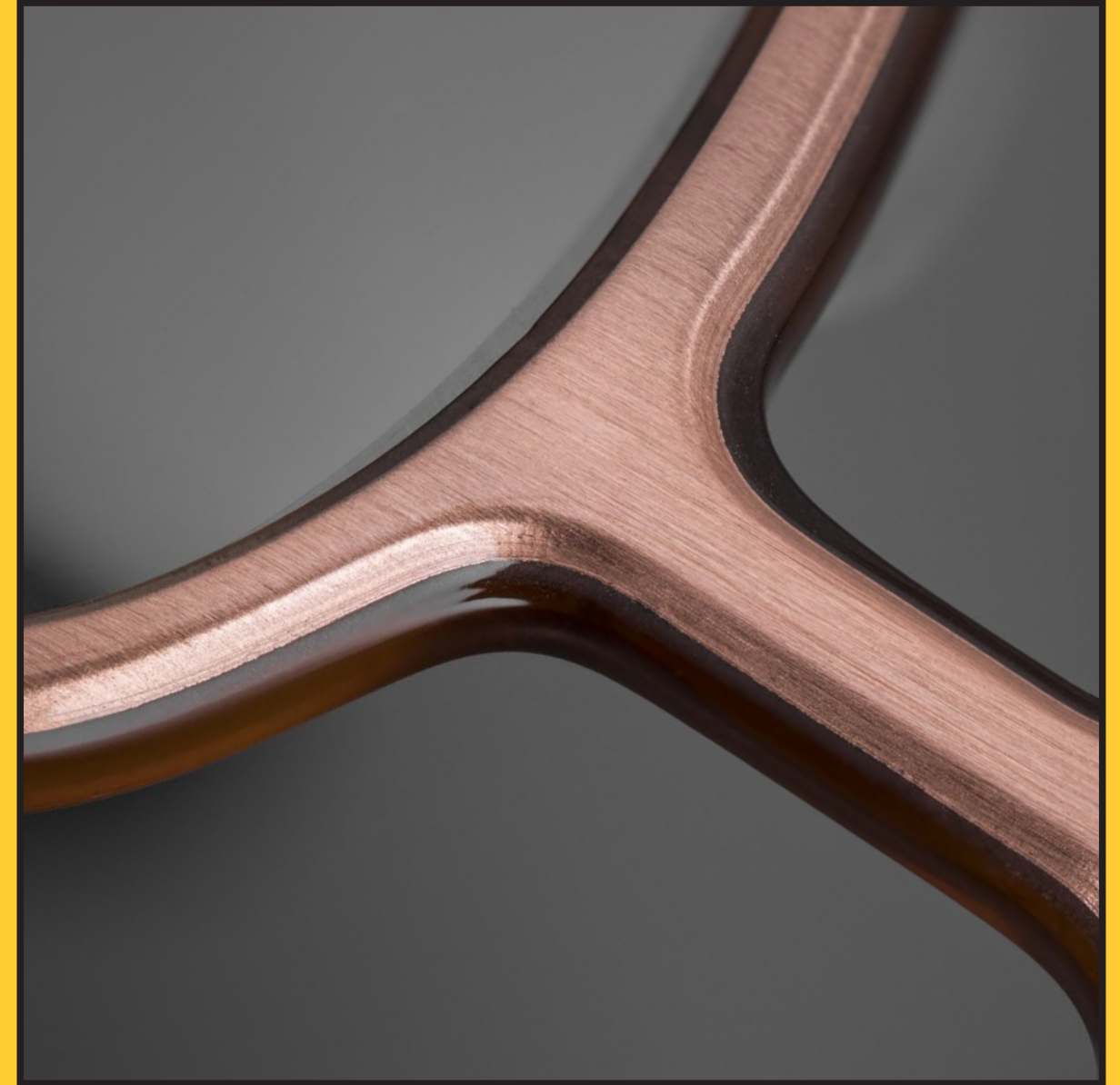


Light_MIRROR.

A new challenge arises from the experience gained with Light_MATTER collection: the **Light_MIRROR collection**, realized with the innovative material born from the combination of **Pure Copper** and **Brass** with **Cellulose Acetate**.

The design and the perfect matching of the surfaces confer the collection a remarkable aesthetic impact, almost like a magic, that gives life to a brand new, lightweight and highly contemporary frame.

All models are also protected by a **special coating** that maintains its shiny character unchanged over time.



mod. **FLOWER** LB020 color C067 55-17



mod. **SNAKE** LB021 color C064 53-17



Light_NEST.

mod. LITTLE JUDGE
LB056 color C076 49-23



Light_NEST.

Lightbird's nest, called **Light_NEST**, is a website that through the network gives life to a business model at the service of the end customer and the optician.

A community accessible to anyone who wants to be part of the **LIGHTBIRD** world.

BUSINESS_MODEL.



LighTAG.

The **LighTAG** on each pair of glasses is the key to **Light_NEST**: a large network that shares data and connects everyone for better communication and work.

The **LighTAG** is a unique serial number and at the same time a real link to the site **Light_ NEST**, a simple and fast way to become part of the world **LIGHTBIRD**.

Through the tag you can get information about the product and especially help agents, opticians and end customers to have a high-standard service at 360 °.





LIGHTBIRD

mod. **SPACESHIP**
LB055 color C079 49-23

mod. **BUSINESSMAN** LB017 color C067S 52-19 - mod. **BAOBAB** LB028 color C065S 52-22



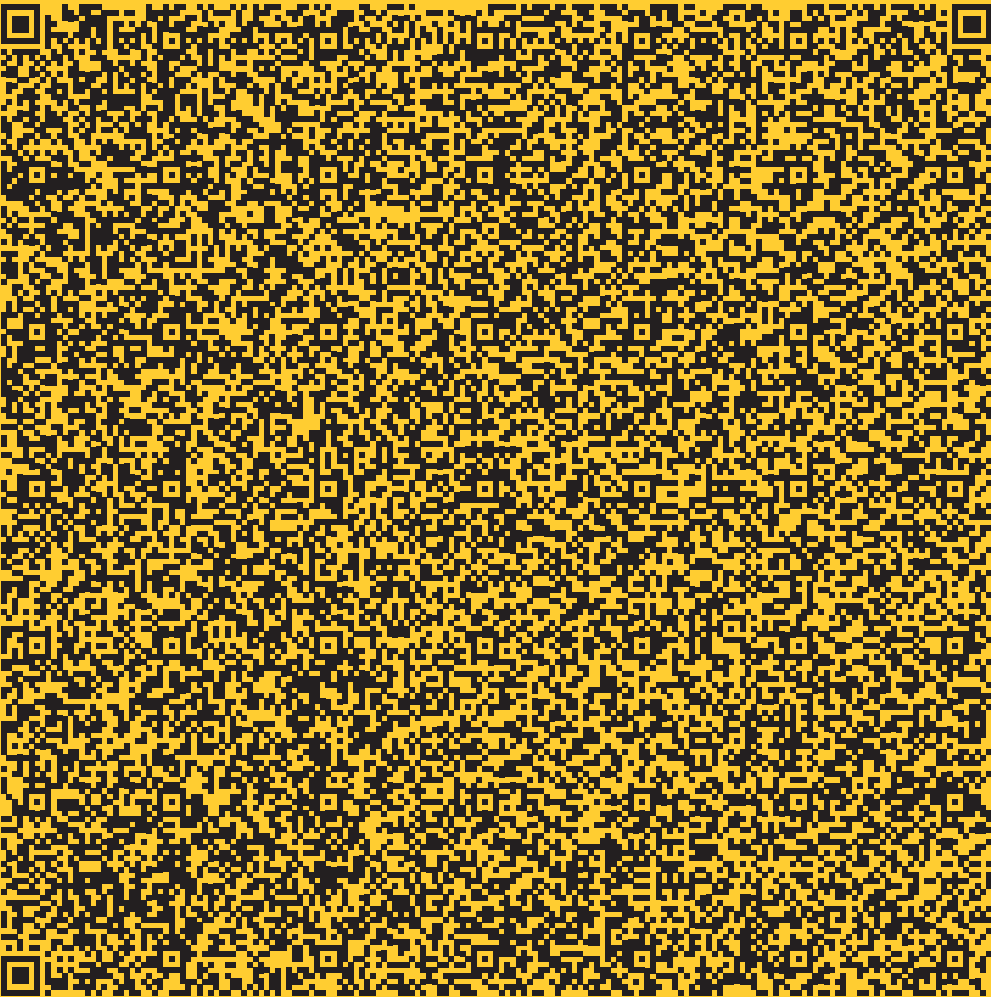
LIGHTBIRD

mod. **EARTH** LB012 color C001S 50-20



CREDITS.

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LIGHTBIRD

italian light thinking



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