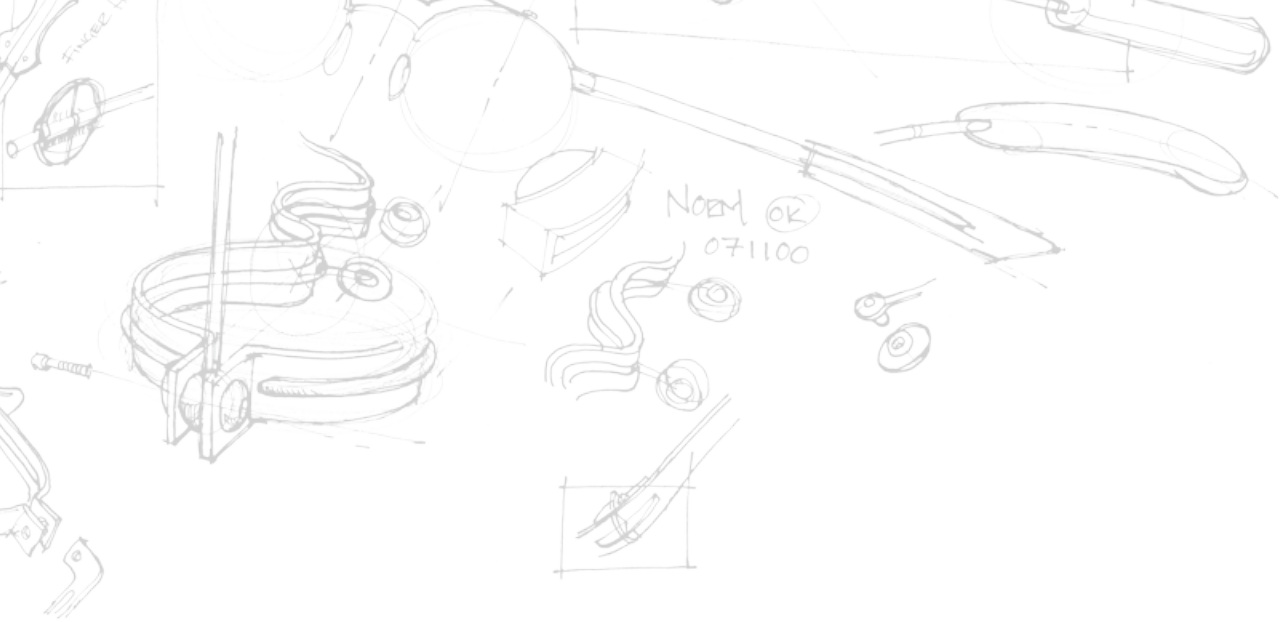


TAVAT

TECHNIK BOOK





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TAVAT



WELCOME TO THE WORLD OF

TAVAT EYEWEAR

Whatever the journey.... TAVAT focuses on the lifestyle of travel & adventure in pursuit of individual discovery.

Whether it be travel by sea, air or land: discover the diversity of the TAVAT models and let the innovative products win you over.

What can you see beyond the horizon?

THE STORY

TAVAT is a company dedicated to meeting the challenges faced by independent optical professionals worldwide.

"Few have the humility to look to the past and study what has already been done, but there isn't modernity without knowledge and creativity without tradition."

This is the true spirit of TAVAT, a company that joins performance and design with great respect for tradition. Eyewear crafted by artisans yet incorporating modern materials with timeless design.

Each style is made, with great attention to detail, by master craftsmen in Northern Italy.

TAVAT skillfully blends iconic design, recognizable from afar, with exceptional functionality.

DESIGNED IN CALIFORNIA, HANDCRAFTED IN ITALY

N° 1 - VALDOBBIADENE
"Zona del Prosecco" & Center of Manufacturing



MADE IN ITALY

ITALIAN

CRAFTSMANSHIP —

TAVAT represents the "Made in Italy" quality and elegance with timeless style, thanks to the brand's savoir-faire: from the quality of the manufacturing to the exclusivity of its collections and the highly personalised relationship with our customers.

N° 2 - HANDS AT WORK
Handmade Construction of a TAVAT SoupCan Frame

N° 3/4 - ASOLO
TAVAT Home Office



Norman Schureman

Professor Norman Schureman, of the Art Center College of Design, in Pasadena, CA was one of the founding members of TAVAT.

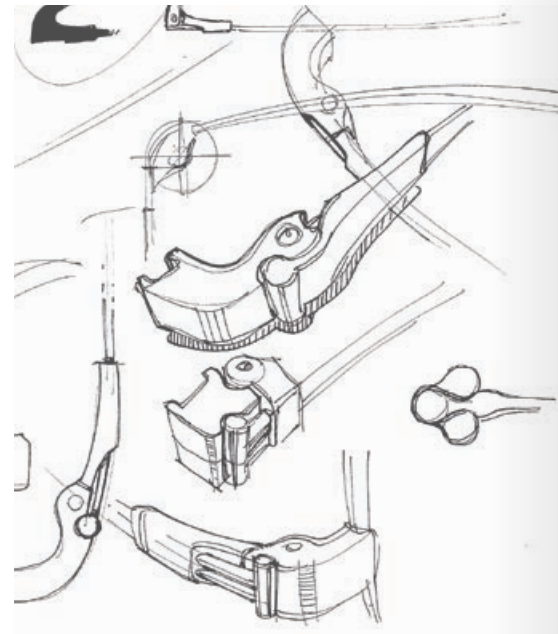
His approach for TAVAT was to combine simplicity with functionality, to unite nostalgia with modern technology. His design challenge was to recall the past triumphs in eyewear that have withstood the test of time and incorporate them with today's technological advances – for an iconic and timeless look.

“Branding alone will not carry the day. The ‘narrative’ of [TAVAT Eyewear] will be the materials and techniques used in manufacture, the designer and the design process - will become more important.” (1)

1) Excerpt adapted from Wallpaper* article “Face Forward” by Nick Compton

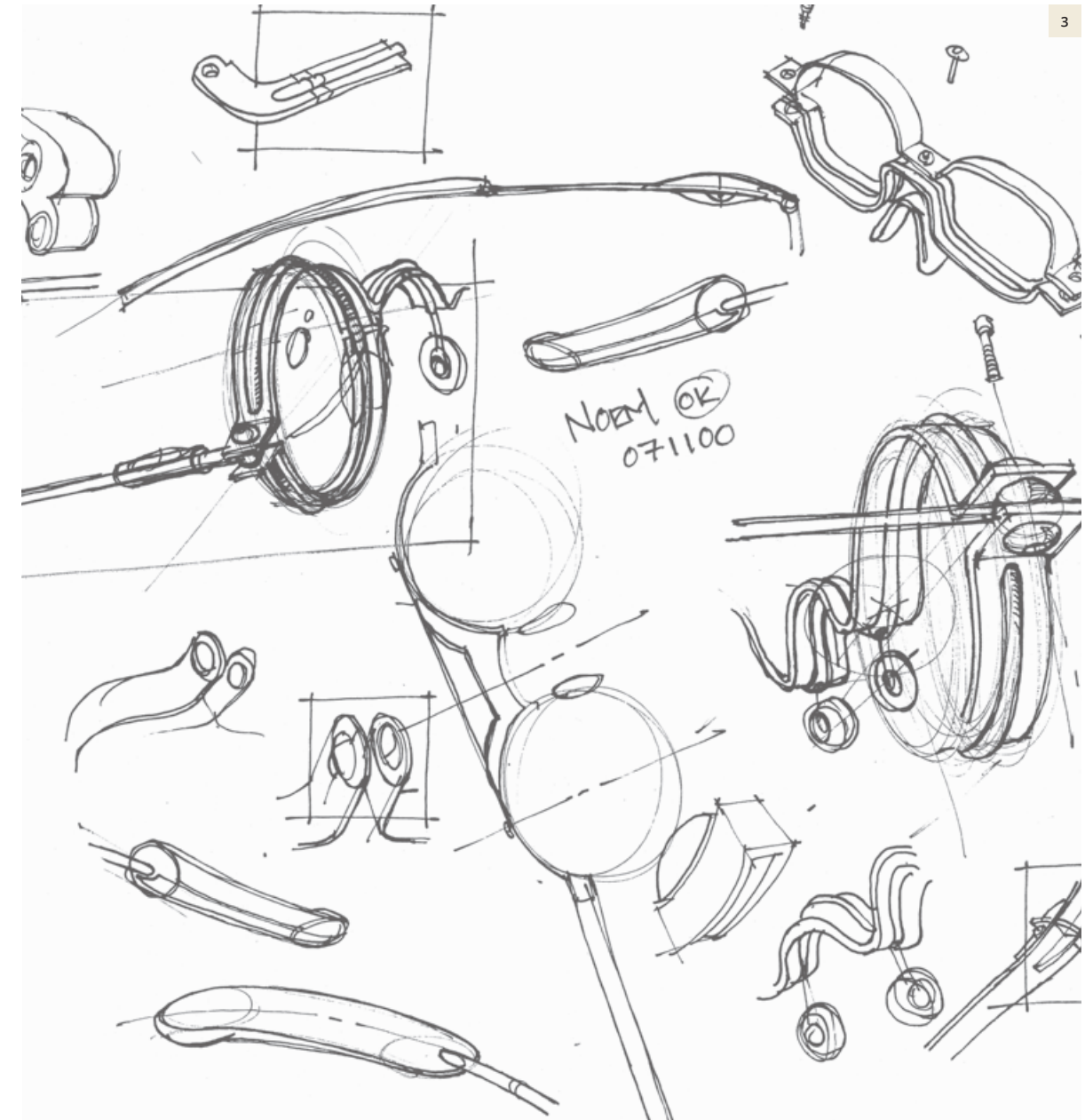


N° 1 - NORMAN SCHUREMAN

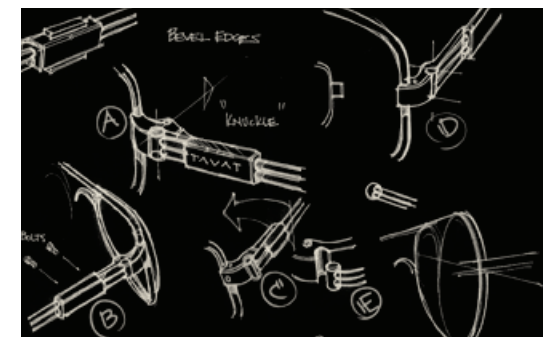


N° 2 - ART CENTER COLLEGE OF DESIGN
Pasadena, California, USA

N° 3 - SKETCHES
Original Sketches of TAVAT SoupCan



INNOVATIVE DESIGNER WITH A
SPECIFIC AND UNIQUE FIELD OF
CREATIVITY



“Simplicity is the ultimate form of
sophistication.”

Leonardo da Vinci



EX - CAM

Lifestyle

*TAVAT draws upon the world of luxury travel for inspiration.
The Traveling Man goes by air. He is someone on the move, enjoys
the moment and lives life to the fullest.*

Ex-Cam gives the individual the choice of how to live in his lifestyle: from city-to-city, he is a fast-moving globetrotter. He has no office but a tight schedule to adhere to. Ex-Cam is the ideal companion for an extraordinary voyage.

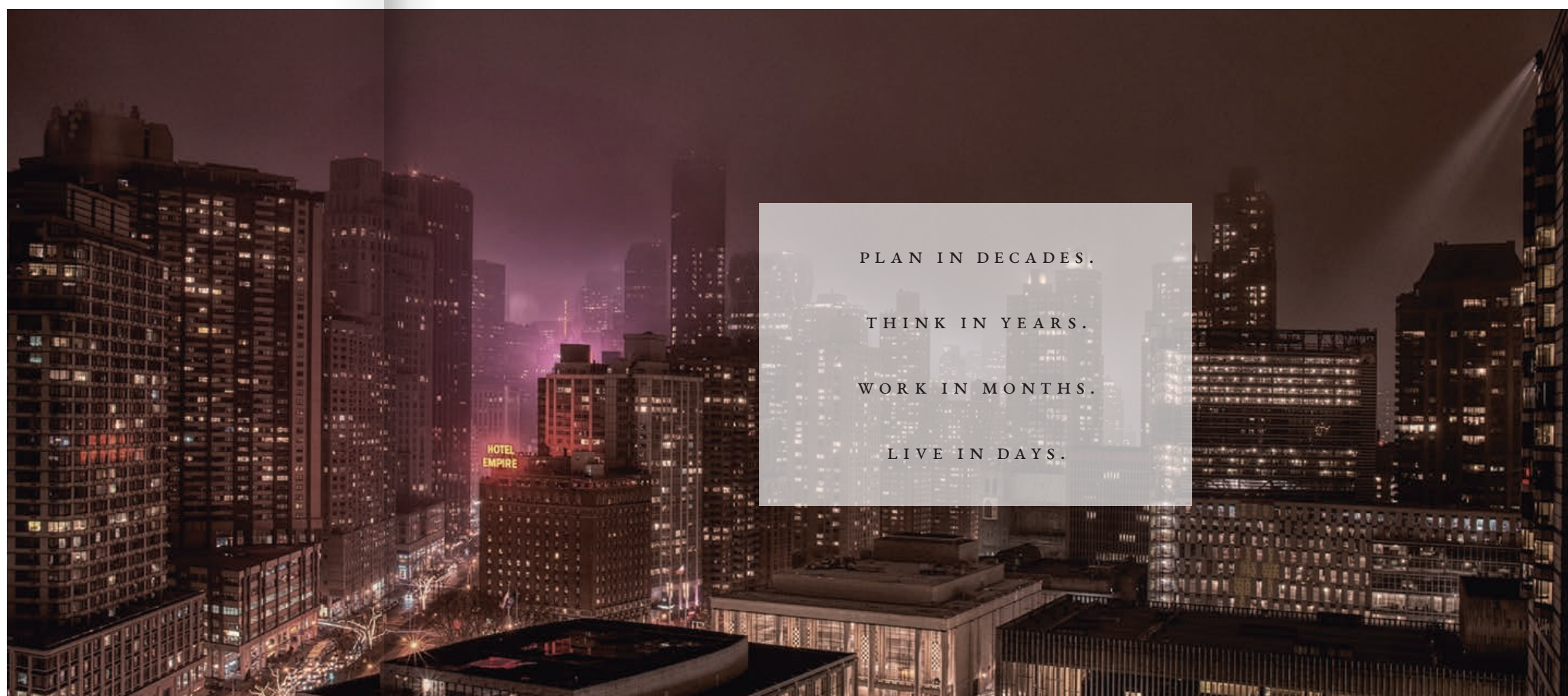


DISCOVER YOUR DESTINATION

TAVAT presents collection “Ex-Cam.” An eyewear collection inspired by the world of luxury travel with frames designed for the adventurer in all of us.

#DISCOVERTAVAT

Ex-Cam

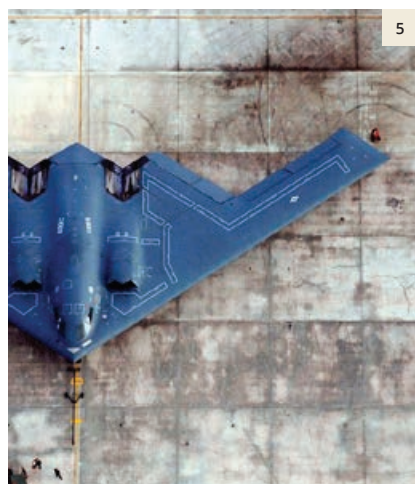


PLAN IN DECADES.

THINK IN YEARS.

WORK IN MONTHS.

LIVE IN DAYS.

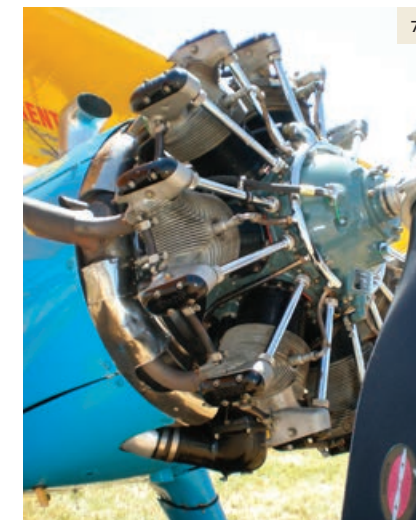
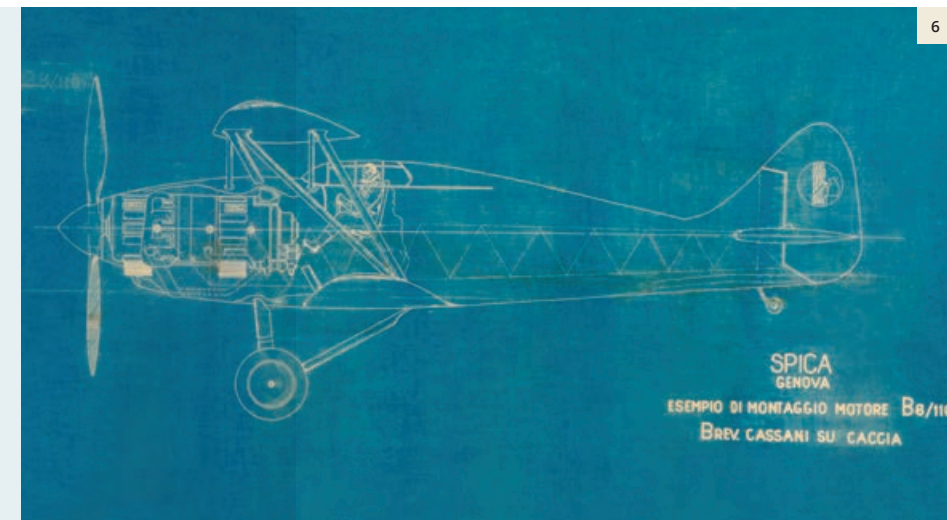


- ▼ **N°1 - AIR TURBINE**
Turbine driven by airflow
- ▼ **N°2 - BUSINESS JET**
Designed for transporting small groups of people.
- ▼ **N°3 - ENGINE PISTONS**
Internal combustion engine pistons of partial cross-sectional view

- ▼ **N°4 - AIRPLANE WHEELS**
Aircraft jet landing gear
- ▼ **N°5 - B-2 STEALTH BOMBER**
American strategic aircraft

- ▼ **N°6 - AIRCRAFT ENGINE**
Aircraft technical drawing

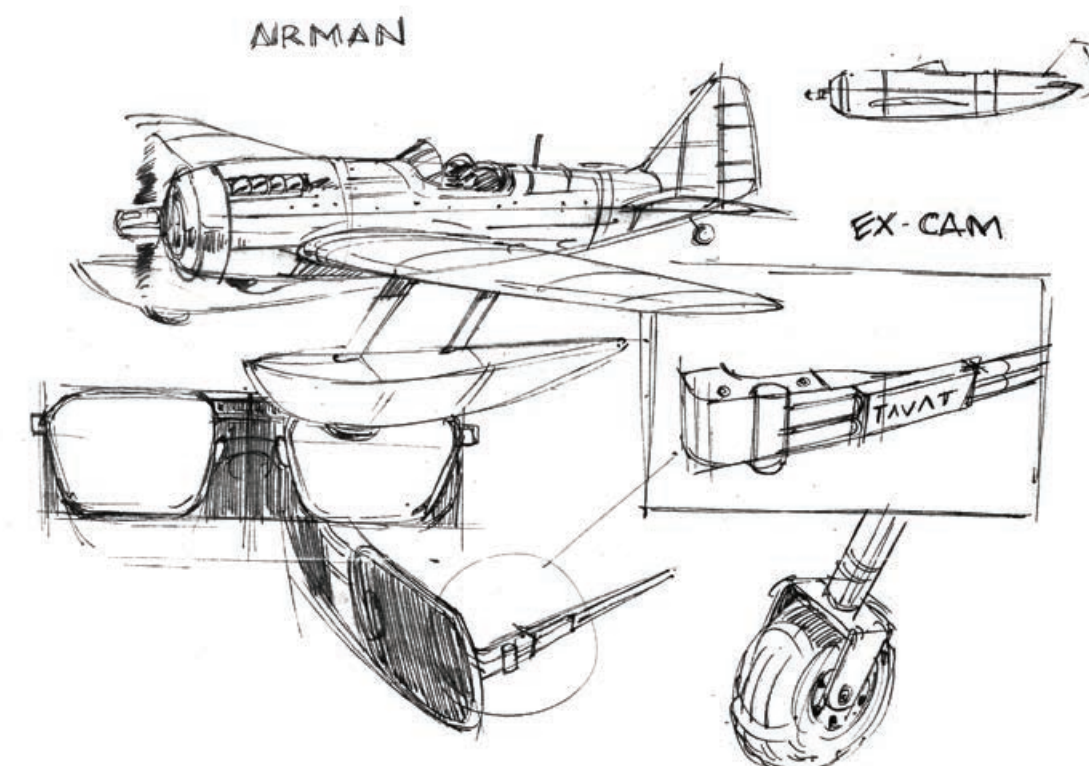
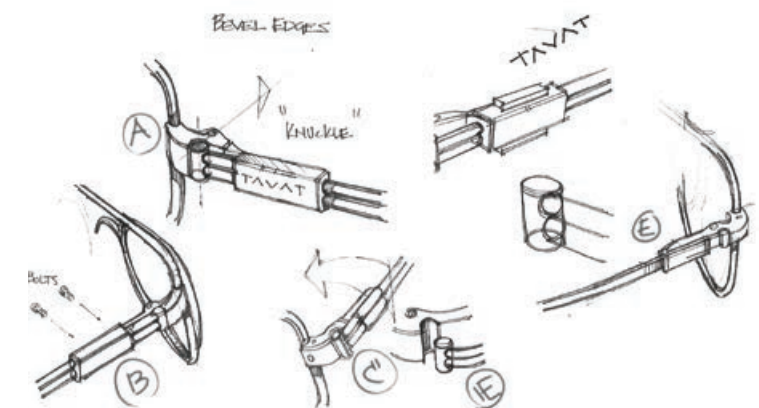
- ▼ **N°7 - BLUE BOEING-STEARMAN PT-18 ENGINE**
The Jacobs R-755 engine



EX- CAM

Design Inspiration

“Being an airplane enthusiast, TAVAT’s late designer Norman Schureman was inspired by the mechanical engineering of an airplane’s landing gear to create the styling and design of the Ex-Cam hinge. The forward movement and rotation of the hinge is why it is called a Cam.”





EX-CAM COLLECTION

TAVAT's collection "Ex-Cam"
features a wide-range of patented
& technical hinges...

Ex-Cam Hinge

(EXTERNAL CAM)

HIGHLIGHTS

- Nominated for the Silmo d'Or
- Patented & Trademarked
- Completely Rebuildable
- Tested 15,000+ Opening and Closing Operations & Maintains Performance
- Landing Gear Design

TAVAT's Signature Ex-Cam Hinge guarantees a high-tech mechanical precision, from opening to closing there is a fluid motion, accompanied by a burst of energy that gives the whole a feeling of precision and quality.

HOW DOES IT WORK?

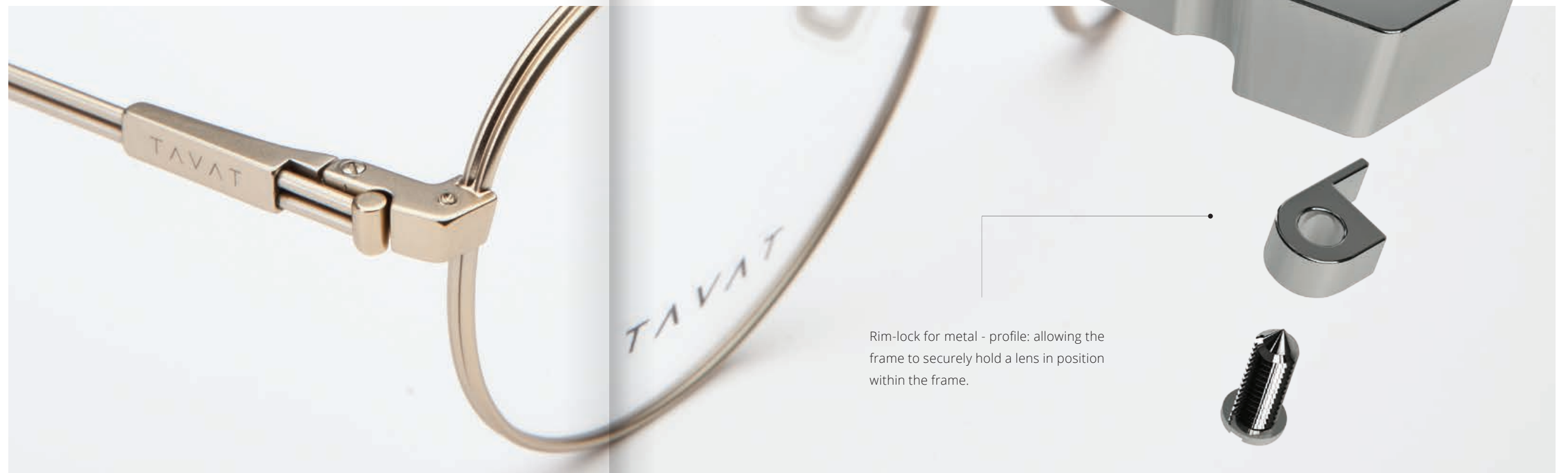
All of this is allowed due to the study of a sliding cam, it's relationship to the double wires connected by the barrel and the insertion of a spring hidden inside the hinge working in compression over time.

This precise engineering, favours the temple to open and close with a typical "click" sounding movement, which gives a high-quality and technical imprint to the whole frame. Norman was passionate about form, function and feel.

TAVAT's cam is designed to make sliding contact with the spring and sphere while opening and closing. Made from Niclafor®, its properties include: good corrosion resistance, good formability, high mechanical properties, and low permeability.



TAVAT's iconic and trademarked design. The main body of the Niclafor hinge is tempered, which allows us to accomplish the milling of the holes necessary for the mounting of the wires for TAVAT's signature double wire & barrel landing gear design.



The mono-block application varies slightly depending on frame front material for maximum functionality. Made in multiple steps: stamping & then coining, before returning to precision machines to undergo more than 10 steps of milling, with tight tolerances for the variations required for acetate, metal and injected frames.

Rim-lock for metal - profile: allowing the frame to securely hold a lens in position within the frame.

(EX-CAM AIRMAN)

Breakthrough Eyewear for Pilots

TAVAT's sunglass collection: Airman is a study of the best performance eyewear for pilots with regards to both lenses and frames. TAVAT strived to create a product for pilots, which meets their unique requirements, and our testimonials, obtained from professional pilots, support our efforts.



WHAT EACH NAME MEANS

Each Airman Sunglass is Given a Unique Name Inspired By the World of Aviation

Ace	The term "Ace" is unofficially bestowed on those military aviators who have shot down five or more enemy aircraft.
Chinook	The Boeing CH-47 Chinook is an American twin-engine, tandem rotor heavy-lift helicopter.
Edge	The "Leading Edge" is the part of the wing that first contacts the air.
Gizmo	Slang for a piece of technical gear (also doodad, thingamabob, or hog-ha).
Bogey	The term "Bogey" refers to an unidentified and potentially hostile aircraft.
Wingman	"Wingman" refers to the second pilot in a two-plane formation. They are responsible for ensuring that his leader's six o'clock remains clear.
Drift	Adapted from "Drift Angle" which is the angle between true heading (desired course) and track.
Split	Taken from "Split S" which refers to an air combat maneuver mostly used to disengage from combat.
Hawk	The term "Hawk Circle" refers to the orbiting stack of aircraft waiting to land on the carrier.
Amelia	Inspired by Amelia Earhart: the American aviation pioneer and author, the first female aviator to fly solo across the Atlantic Ocean.
Sierra	"Sierra" is part of the aviation phonetic alphabet.
Boola	"Boola"-Boola: Radio call made when a pilot shoots down a drone.
Bandit	Dogfight adversary positively identified as a bad guy. Hostile aircraft.



▼
N° 01 - GREG ARNETTE
Designer, Pilot and Surfer. Founder of
Arnette Sunglasses



▼
N° 02 - MD 600 NOTAR
Light single-engine multipurpose helicopter



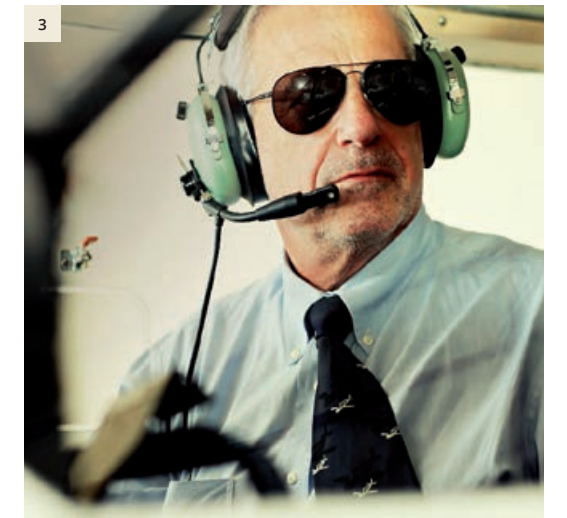
Greg Arnette

"TAVAT Airman have become essential flying equipment. I never fly my NoTar without my TAVAT sunglasses which not only fit comfortably but actually improve visibility in hazy conditions. Surprisingly even my eyes feel more relaxed."

Greg Arnette



▼
N° 03 - MARK S. RUBIN
Ophthalmic physician and surgeon.
Senior Aviation Medical Examiner for the FAA (US) and CAA (UK).
Authorized by the E.A.S.A for all classes of medical certification .
Multi-engine instrument rated and flies a turbo Aztec.



Mark S. Rubin

"Not only do I get great vision and comfort from my glasses, TAVAT's melanin formula gives me peace of mind in knowing that my eyes are protected from UV and harmful HEV light as well."

Mark S. Rubin

The TAVAT Ex-Cam Experience

PERFECT COMBINATION OF PERFORMANCE,
FUNCTION AND DESIGN

Frames which can withstand 44,000 lbs of thrust and stay in position...

Lenses which combine eye protection with high-definition...

Together make aviation history.

Industry leading lens technology! **Melanin Lenses:** improves visual performance, enhances contrast, allows sharp vision of details and offers long-term eye protection



Customized hypoallergenic TAVAT nosepads for comfort

Perfect fit! Designed to withstand even a "3G Split S" maneuver

Designed to fit comfortably under headsets or helmets

Medical stainless steel

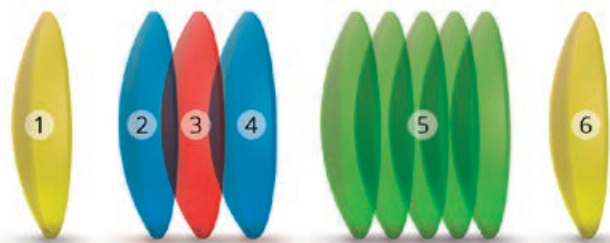
Iconic design

Classic eyeshapes found throughout aviation history

TLT MELANIN +

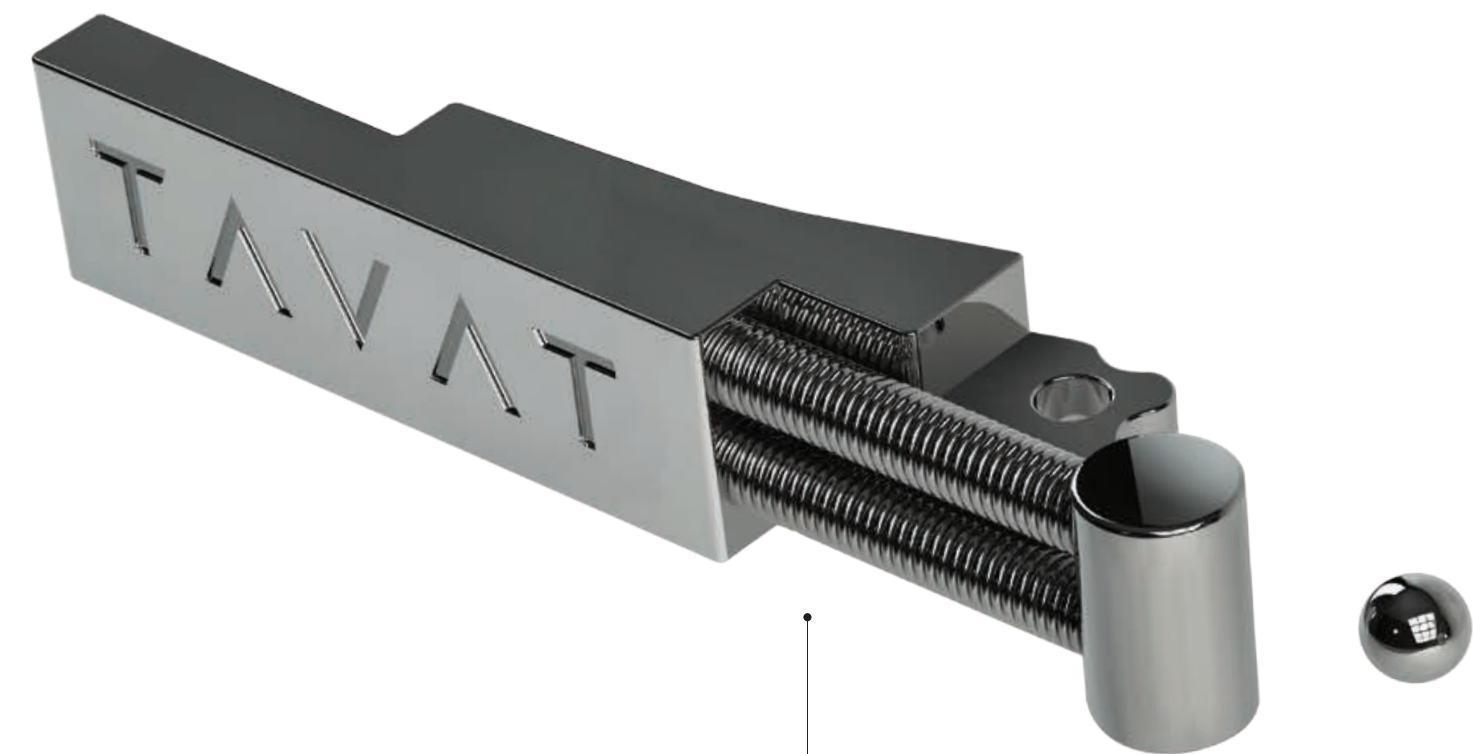
TECHNICAL CHARACTERISTICS

- 1 Oleophobic / Hydrophobic
- 2 Scratch Resistant Hard Coating
- 3 Makrolon® Fused With Melanin
- 4 Scratch Resistant Hard Coating
- 5 5 Layers of Anti-Reflective
- 6 Oleophobic / Hydrophobic



WHY SHOULD PILOTS WEAR MELANIN LENSES?

At high altitudes pilots are exposed to immense amounts of violet-blue light, which is not blocked by the windshield or the atmosphere and yet causes serious harm to the retina and ages the skin around the eyes. Blue-light scatter frequently causes glare and an effective blue-light filter can reduce visible haze as well as protect the retina. Melanin lenses are the perfect solution.



Ex-Cam *Flex* Hinge

TAVAT'S "SUPER ELASTIC ALLOY"
IS NOT YOUR TYPICAL "FLEX."

Taking advantage of space age technology, a super elastic alloy, used in satellites when they reach the orbits and must unfold their mirrors and antennas has been adapted to the Ex-Cam hinge to make it perform with a spring.

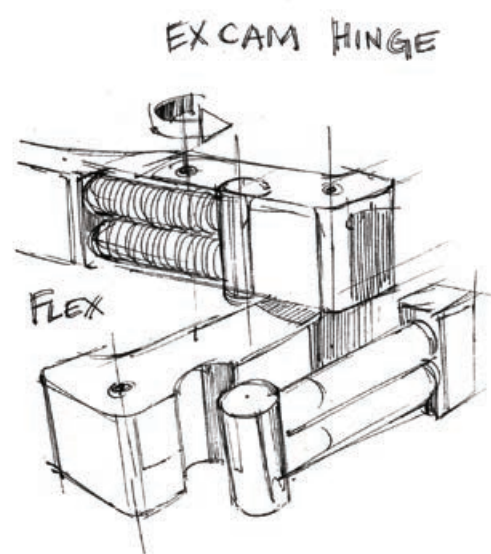
The frame retains it's original iconic yet functionally designed hinge and incorporates this super elastic material which allows us to retain the original design and offer a flex hinge at the same time.

The flex comes from the "Super Elastic Alloy" we have used for the part connecting the temple block to the front cylinder. The alloy was originally developed by NASA®.

This memory metal, has been tightly wound together to allow outward movement, returning back to its original position.

This alloy cannot be soldered so we have encased it within very fine steel wire, which can be soldered.

This assembly is complicated as the super-elastic alloy not only can not be heated but must be kept within a tight temperature range. Hence the super elastic wire needs to be kept cool whilst soldering the steel wire, which encases it.



▼
N° 01 - EX-CAM FLEX HINGE

Close-up of Ex-Cam Flex Hinge with monoblock

▼
N° 02 - EX-CAM FLEX HINGE

Close-up of Ex-Cam Flex Hinge with monoblock



Ex-Cam Flex



Ex-Cam *Lite* Hinge

DESIGN IS AN ENDLESS
PROJECT... CHANGING,
EVOLVING, SURPRISING.

TAVAT continues to evolve their iconic "Ex-Cam" Hinge through design.

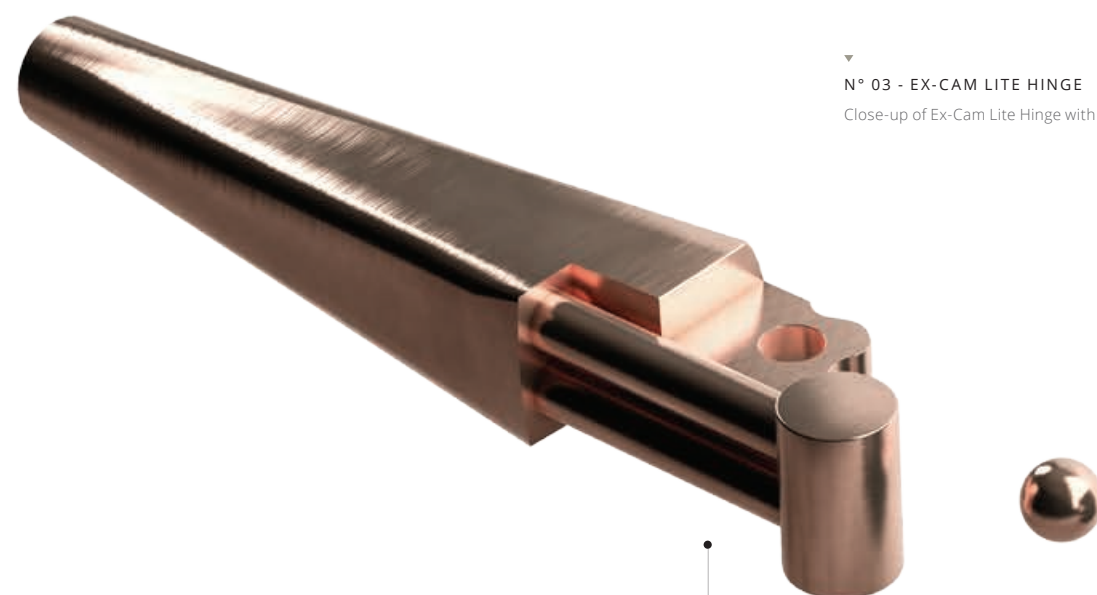
TAVAT's new "Lite" version is a more streamlined, conical adaptation of the original version. The construction internally remains the same as well as the functionality; however, the overall aesthetic has undergone a make-over.

The result is an aesthetically more elegant hinge, stripped of the logo, and is suitable for unisex sunglasses and optical frames.

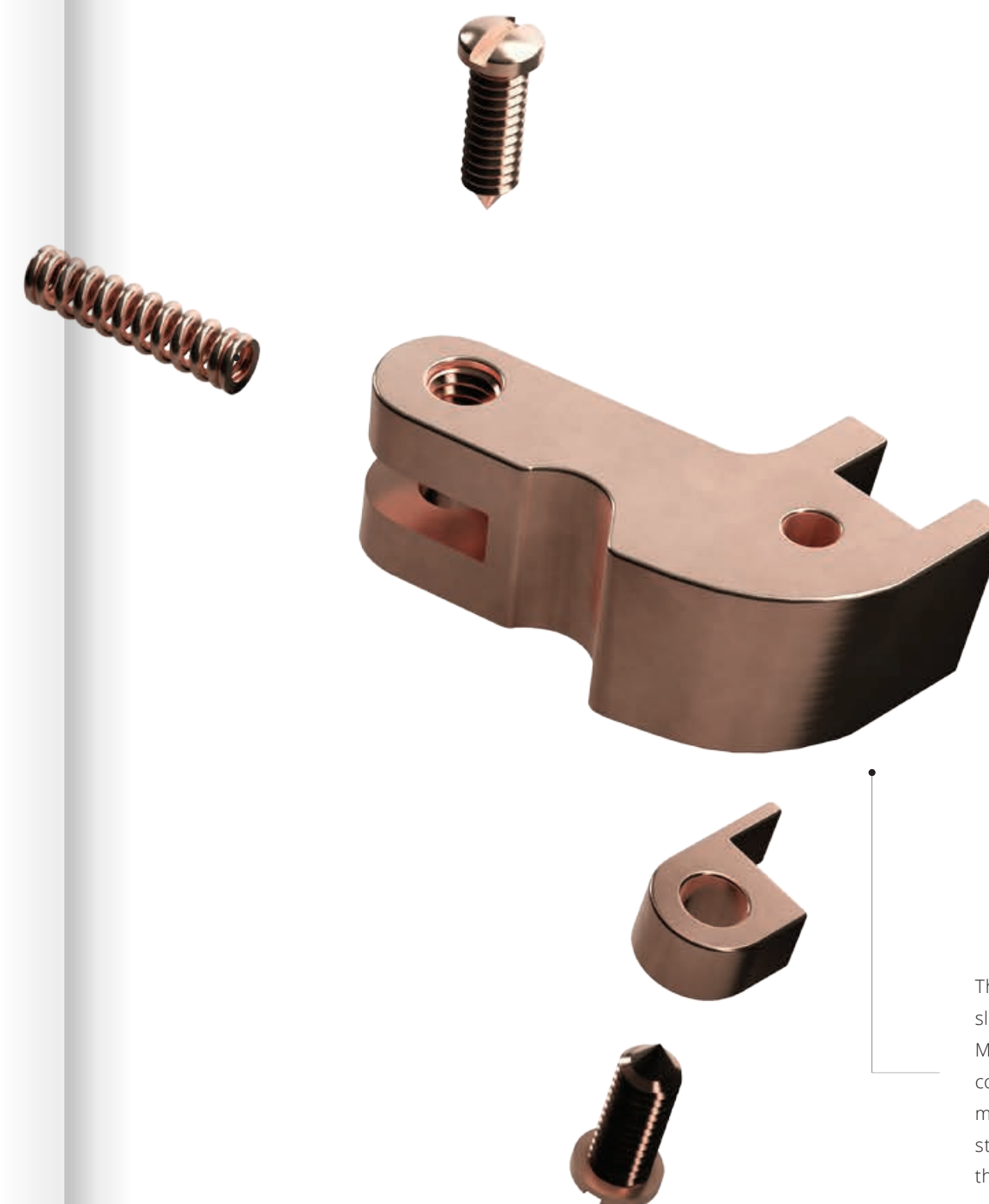
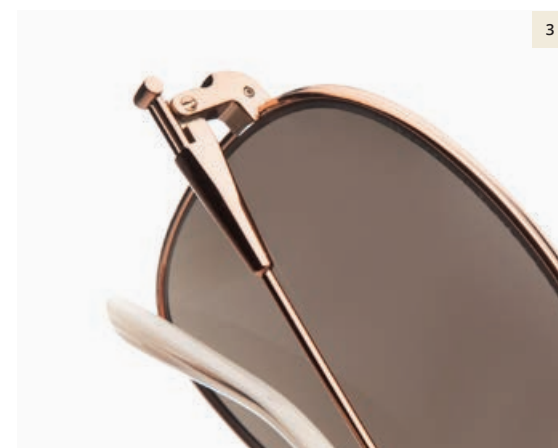
▼
N° 01 - EX-CAM LITE HINGE
Close-up of Ex-Cam Lite Hinge with monoblock

▼
N° 02 - EX-CAM LITE HINGE
Close-up Ex-Cam Lite Hinge with coined end-piece

▼
N° 03 - EX-CAM LITE HINGE
Close-up of Ex-Cam Lite Hinge with monoblock



TAVAT's cam is designed to make sliding contact with the spring and sphere while opening and closing giving this special "click" feel. Made from Niclafor®, its properties include: good corrosion resistance, good formability, high mechanical properties, and low permeability.



The mono-block application varies slightly depending on frame design. Made in multiple steps: stamping & then coining, before returning to precision machines to undergo more than 10 steps of milling, with tight tolerances for the variations required.

Ex-Cam Lite

“The real voyage of
discovery consists not
only of seeking new
landscapes, but also of
having new eyes.”

Marcel Proust

Marée

TAVAT's sunglass collection Marée is the next chapter in our commitment to bringing studied technical solutions to meet the challenges of performance water sports.

▼
N° 01 - MARÉE
Lorenzo wearing Model: Sorrento



▼
N° 02 - MARÉE
Lorenzo wearing Model: Sorrento



▼
N° 03 - MARÉE MOOD
"I am happy anywhere I can see the Ocean."



TAVAT SAILS INTO SUMMER BY LAUNCHING A LIFESTYLE PERFORMANCE LINE DEDICATED TO WATER-SPORTS: MARÉE

In a sport that requires coordination, finesse, and sheer muscular power, TAVAT recognizes the need to quickly act and react. TAVAT's functional frames offer aerodynamic protection and are tough, light & reliable.

Each frame is named after a popular sailing destination in Italy: Capri, Forte dei Marmi, Amalfi & Sorrento.



Marée

PERFECT FOR SAILING!

TAVAT's commitment to designing lifestyle eyewear sets the highest standard for visual acuity demanded by everyone who cares about the very best performance in eyewear on or by the water.

N° 01 - MARÉE
Model: Capri in Violet Blue Wood with Air Silver Grey Lenses



TECHNICAL CHARACTERISTICS

- 1 Oleophobic / Hydrophobic
- 2 Scratch Resistant Hard Coating
- 3 Makrolon® Fused With Melanin
- 4 Polarizing Filter
- 5 Makrolon® Fused With Melanin
- 6 Scratch Resistant Hard Coating
- 7 5 Layers of Anti-Reflective
- 8 Oleophobic / Hydrophobic



TLT MELANIN POLAR +

Melanin polarized lenses help improve definition, enhance contrast and reduce glare.

WHY SHOULD YOU WEAR POLARIZED LENSES WHEN ON OR BY THE WATER?

Polarized lenses block scattered light rays that would normally enter your eyes after reflecting off surfaces such as water. The light that enters your eye after passing through a polarized lens has been filtered, allowing the wearer to see in a different way.

The polarizing filter makes it easier to see into the water. Without polarized lenses, the water's surface simply reflects everything around it. This obscures the view into the water almost completely. Polarized lenses block the reflection of the sky and enable the wearer to see the contents of the water instead.

Marée

TAVAT Marée Sunglasses are made from Grilamid TR-90

Grilamid TR-90 is a high-quality thermoplastic material characterized by an extremely high-bending strength with a remarkably high-break resistance. Its features include being shock resistant, exceptionally lightweight, flexible, and non-allergenic.

It is used in our advanced sunglasses because of its stability, durability and keeps its shape even under stress.

This material won't oxidize over time or flake, nor will the frame warp when left on a hot dashboard. TAVAT recommends cold-mounting to protect the varnish but if you must heat, do not exceed 70°C.

- Super Lightweight
- Shock Resistant
- High-Impact Strength
- Hypoallergenic
- Maintains Shape
- Custom Retainer



“Italy is a dream that keeps
returning for the rest of your life.”

Anna Akhmatova



TACTILE

Timeless Elegance

TAVAT unveils its timeless, tasteful collection: Tactile. TAVAT continues to combine aesthetic, refinement with functional elements & has engineered hardware which gives a “Tactile” feel; however, this time TAVAT focuses on Italian elegance to tell their story.

The beautiful lake region of Northern Italy has inspired this collection. The natural and architectural beauty of the region offers classic images of Italy; balconies over blue water, sleepy cobblestone villages and stone cottages, secluded gardens and exotic flora.

Dramatic scenery and breath-taking surroundings makes this not only a popular destination but also inspires personal discovery and reflection.

We draw not only from the natural beauty but also from the story of the famous family from Lago d’Isèo, “Riva,” who are synonymous with elegance, status and perfection.

By selecting materials of the highest quality, and taking painstaking care for the tiniest details, Riva Yachts have become a symbol of unparalleled craftsmanship. Their creations have become objects of desire.

Tactile reflects these unique qualities and is exclusively intended for those who appreciate such craftsmanship & emotion. The Tactile man moves by boat, he is inspired by the natural beauty and lives for the sense of freedom felt only on the water.

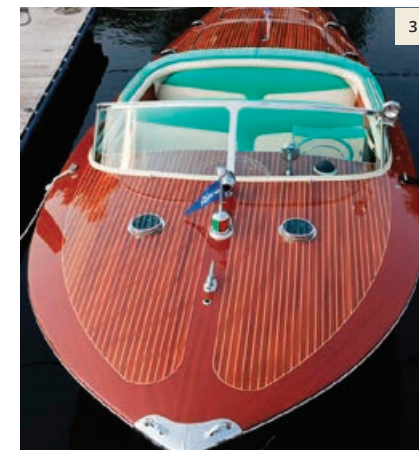
Italy, “La Bella Vita,” is about quality of life, enjoyment, indulgence, exploration, and one’s response to the simple, natural beauty found in everything.

N° 01 - POCKET WATCH
Elegance hunter case pocket watch

N° 02 - FERRARI
Ferrari Dino 246 GT - 1972



N° 03 - RIVA BOAT
Formidable and unique Riva Tritone 1962. Made in Italy



N° 04 - OLD CAMERA
The Rolleiflex TLR film cameras were notable for their exceptional quality

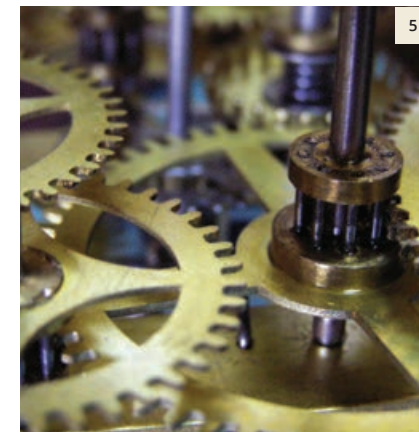


Design Inspiration

“Timeless design is a cornerstone for TAVAT Eyewear. The Tactile design gathers much of its inspiration from simplicity, and precision. From the makings of a beautiful timepiece, or to the engineering of a high end machine. The Tactile Collection wants to acknowledge the past and move forward with it. Always exploring new materials and keeping to the design philosophy of TAVAT.”

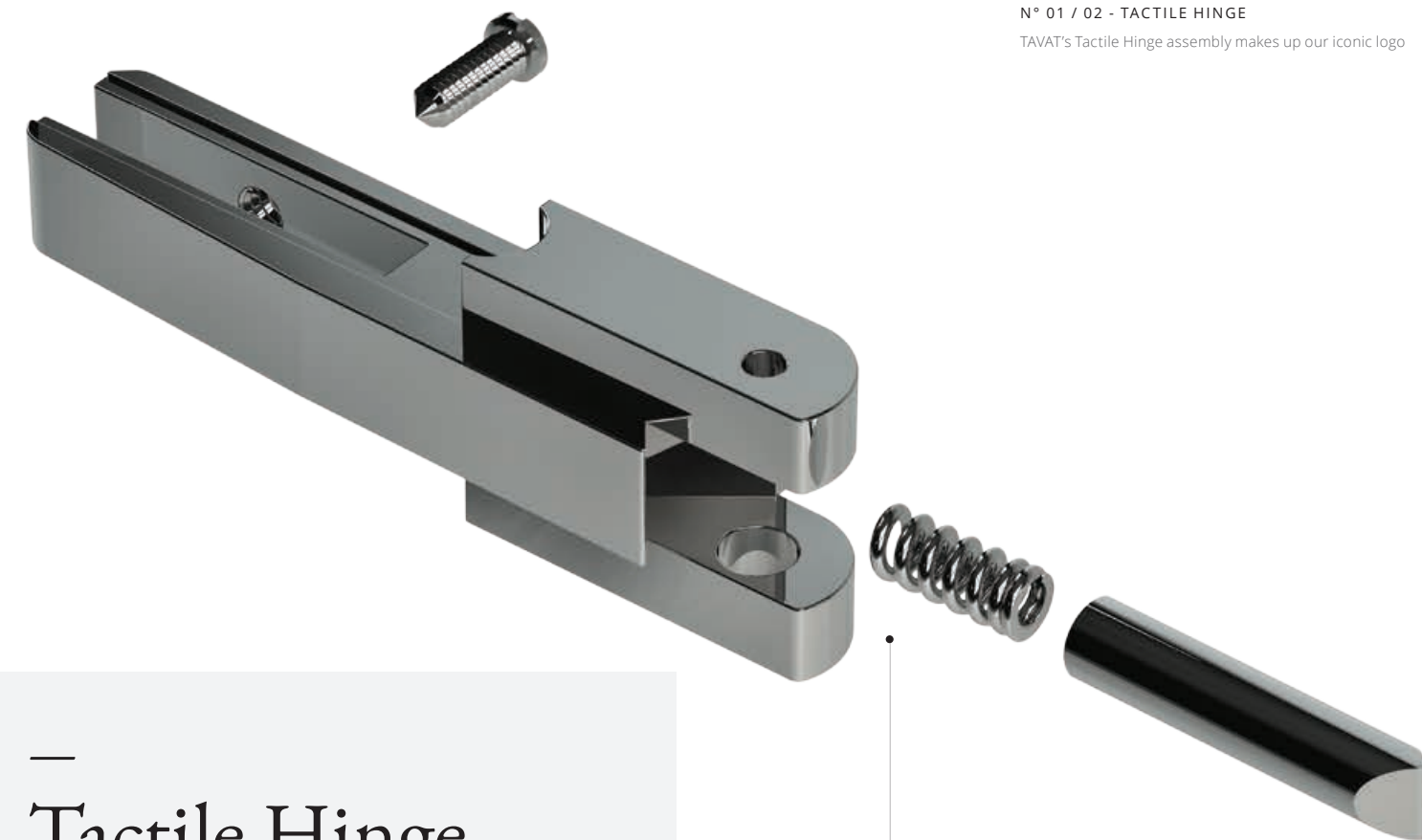
N° 05 - CLOCK-GEARS
Brass metal gears

N° 06 - ARCHITECTURE
Structural urban inspiration



Tactile





►
N° 01 / 02 - TACTILE HINGE
TAVAT's Tactile Hinge assembly makes up our iconic logo

Tactile Hinge

A NEW PERSPECTIVE ON
"TRADITIONAL EYEWEAR"

TECHNICAL

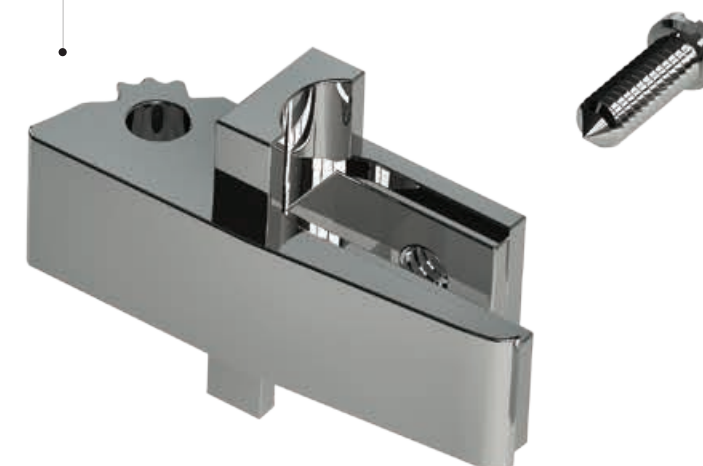
- Patented & Trademarked
- Tested for 30,000 Opening and Closing Operations
- Performance Improves with Use
- Spring Hinge will Never Loosen
- Each Frame : 100 + Production Steps

TAC·TILE [TAK·TIL, -TAHYL]
ADJECTIVE.

1. OF, PERTAINING TO, ENDOWED WITH, OR AFFECTING THE SENSE OF TOUCH.
2. PERCEPTIBLE TO THE TOUCH; TANGIBLE.



TAVAT's unique hinge allows the user to open and close their frames & overtime, the hinge will not loosen.



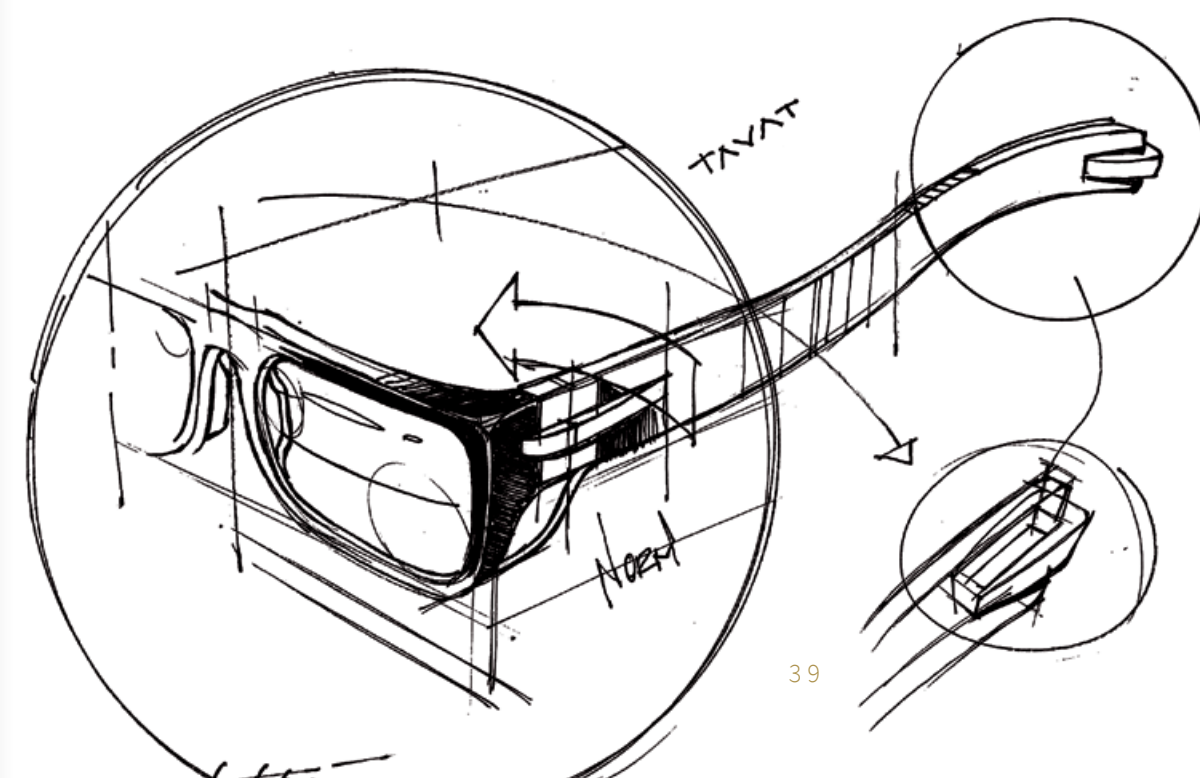
TAVAT believes that there is somewhat of a creative combustion that occurs when you place top-of-their game designers, master craftsmen, and expert manufacturers together. Ideas and intent collide and fuse, and something new and wonderful can take form. That something wonderful is the engineering behind the Tactile hinge.

TAVAT is taking the greatest eyewear-making traditions to more stylish and sophisticated heights and is pioneering a new take on "traditional eyewear."

HOW DOES IT WORK ?

Hidden inside the main body of TAVAT's Tactile Hinge is a spring and piston. The spring pushes the piston forwards which interacts with the teeth of the gear which creates the unique sound you hear and gives the signature feel when you open and close our frames. Over time, the teeth of the gear smooths giving a more fluid feel.

This hinge has been tested for 30,000 opening and closing operations, equivalent to 8 years continuous use, and still maintains performance.



Tactile Hinge 2.0

What is luxury today?

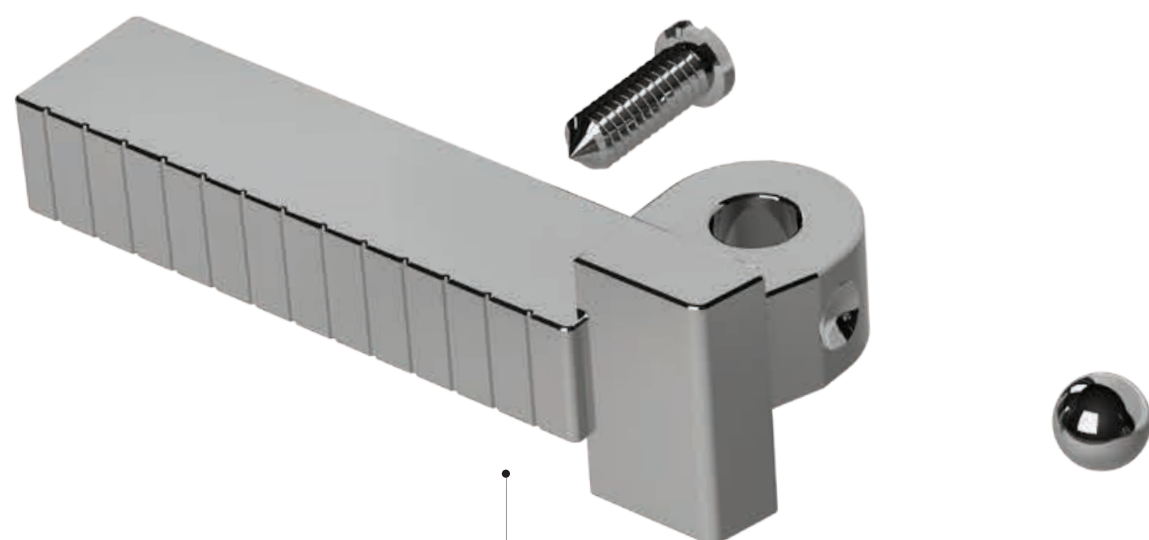
AN EXTRAORDINARY JOURNEY
BETWEEN PRODUCTS AND
EXPERIENCES: CELEBRATING
THE MOST PRECIOUS OF BEAUTY,
ADHERING TO THE HIGHEST
PERFORMANCE STANDARDS,
AND ALLOWING FOR THE MOST
EXCLUSIVE CREATIONS.

Tactile offers luxurious eyewear characterized
by minimal design, magnificent beauty, and most
importantly, originality.

TAVAT launches a new minimalistic, "Tactile" Hinge
which imitates the same sensation experienced
in their original hinge; it also allows TAVAT to apply
even more variations to their frame designs with
regard to weight.

This hinge features TAVAT's unique "click-and-spring"
feeling but also includes a ball-bearing under
tension to give a unique burst of compression for an
extra dimension.

TAVAT speaks to those who love living life to the
full, appreciate quality in products used everyday,
knowing that it's beauty and fascination are not
short-lived and will endure for years to come.



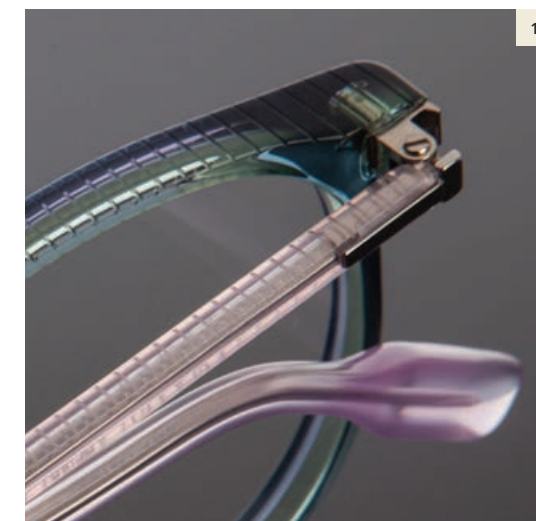
This hinge is constructed entirely in stainless steel which is notable for its corrosion resistance. The hinge is designed with a special cam function that once engaged with the spring gives a unique tactile feeling.

Even though it hosts the characteristics of a spring hinge, it has been designed and engineered to give the minimum impact, so the appearance is very elegant.



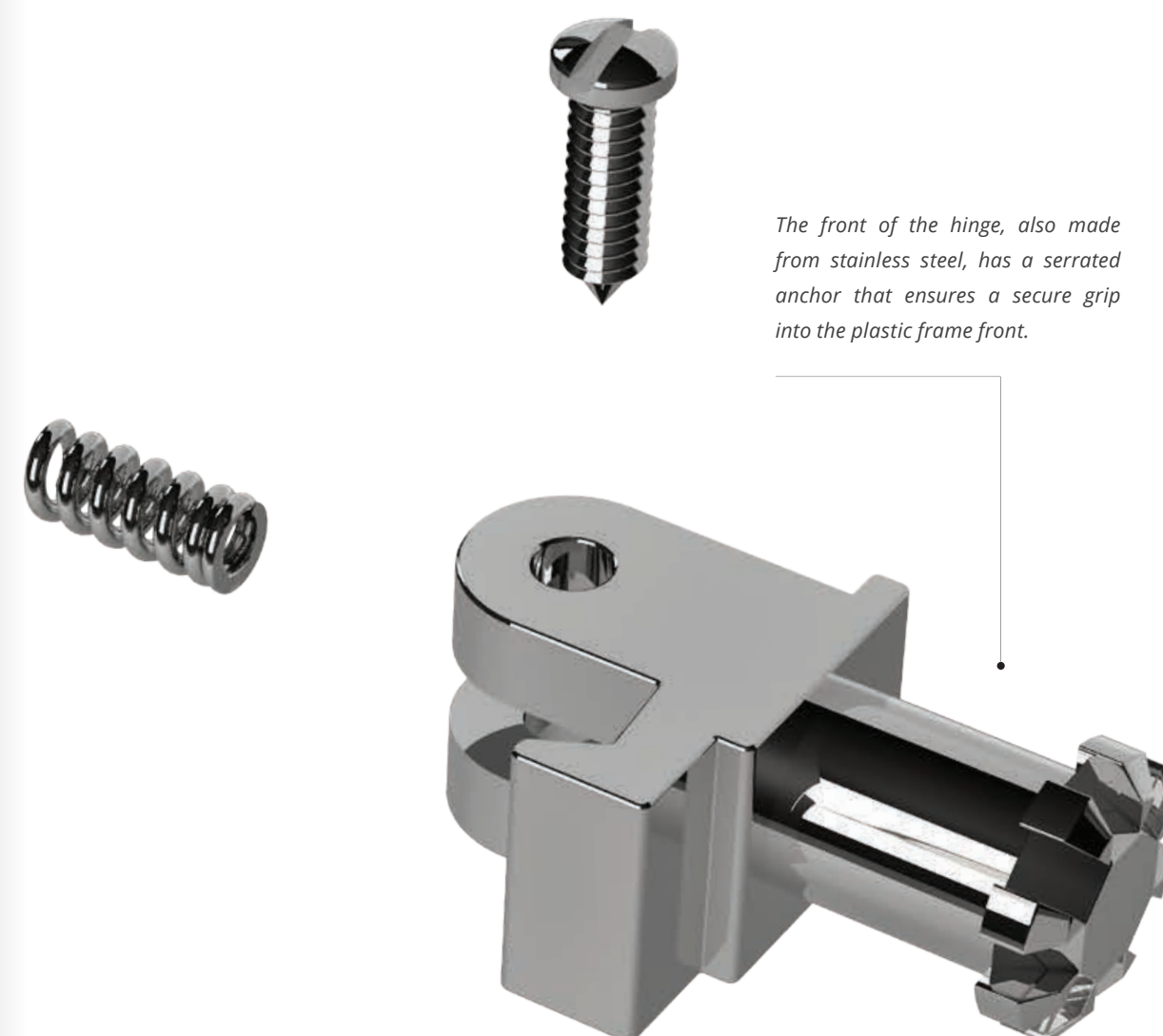
N° 01 - TACTILE DETAILS

Close-up of detailed laser applications



N° 02 - TACTILE

Model: Sogno in Petrol Blue



The front of the hinge, also made from stainless steel, has a serrated anchor that ensures a secure grip into the plastic frame front.



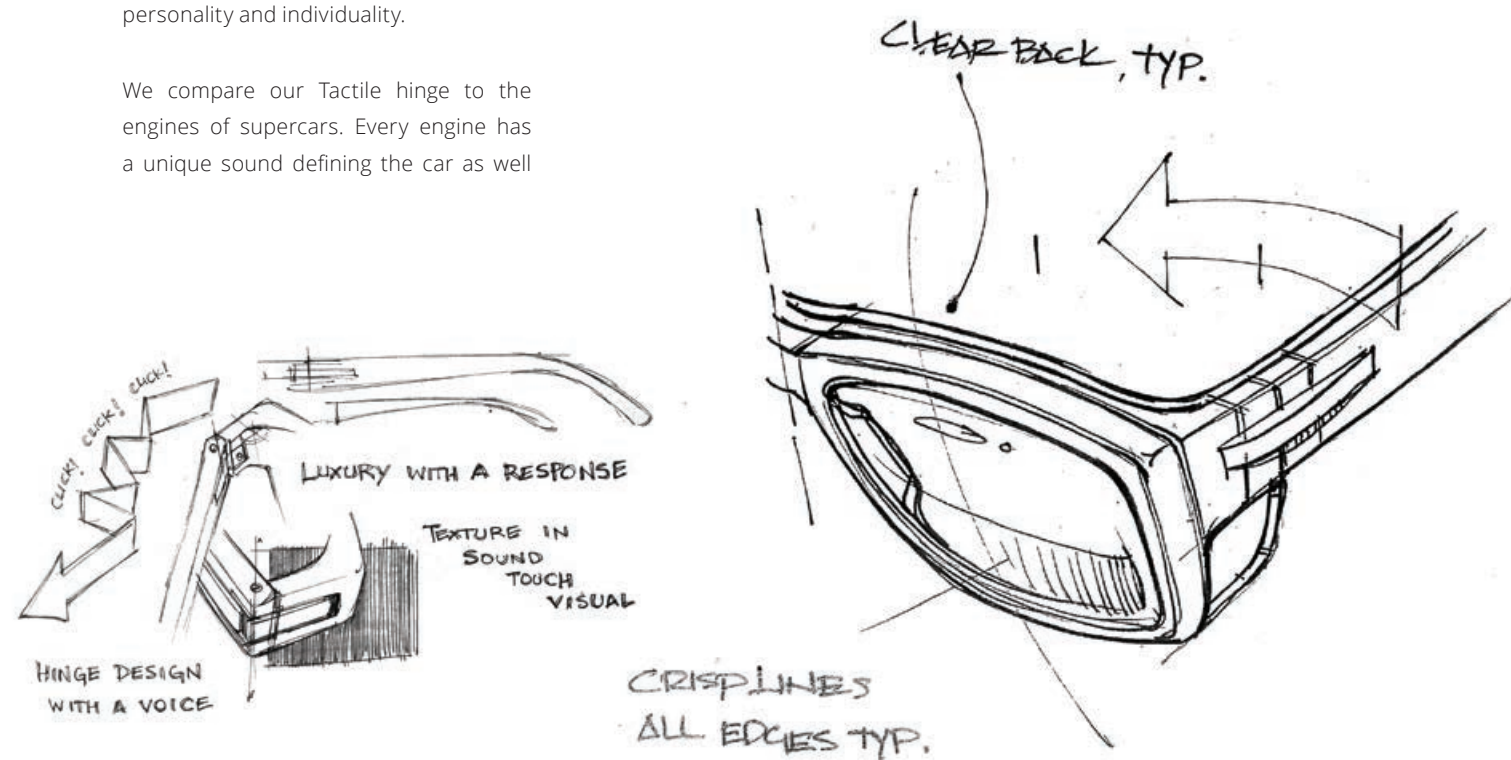
TACTILE

Luxury with a Response

The Tactile Collection was founded upon improving the generic and repetitive. With the development of the original hinge by our designer Norman Schureman, our Tactile Hinge gives our frames a uniqueness not found elsewhere in eyewear. As the word suggests, "Tactile" means perceivable to the touch, thus beckoning for an interaction of the senses, giving each frame a voice of its own, adding to their personality and individuality.

We compare our Tactile hinge to the engines of supercars. Every engine has a unique sound defining the car as well

as the heart of the brand. Our Tactile hinge is no different... due to its individual sound and feeling from the clicks of one Tactile frame to that of the next. Having this extra sensory relationship with the frame is what sets us apart.



—
ACETATE

MAZZUCHELLI

All acetate featured throughout
TAVAT's Collections hail from the
Italian House of Mazzuchelli®



TAVAT

Italy is the birthplace of eyewear. TAVAT Eyewear is proud to be manufactured in Italy by expert artisans, who build each frame from start to finish using traditional methods of manufacturing.

Mazzuchelli® Cellulose Acetate originates from cotton fibers, which gives eyewear a natural and warm hand-feel. Derived from renewable resources, acetate is non-petroleum based and hypoallergenic. Each frame is carved out of richly coloured blocks of acetate. Once assembled, it is tumbled with wood chips, pumace and olive oil for 3 days to soften the edges.

The final step is an extensive hand polishing that results in frames with deep colours and textures that cannot be duplicated with other manufacturing methods.

TAVAT-EYEWEAR.COM

“In order to be
irreplaceable, one must
always be different.”

Coco Chanel



SOUPCAN

Lifestyle

TAVAT's SoupCan Collection is all about breaking boundaries and captures the true essence of the pioneering spirit.

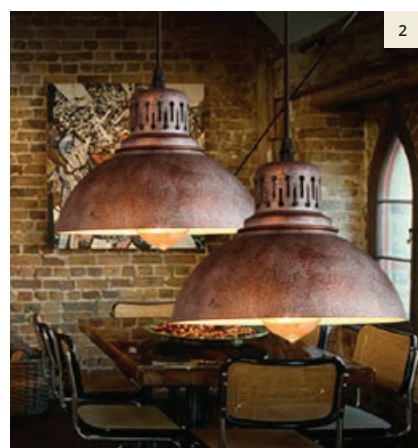
This man is an adventurer, an explorer, and dares to take on challenges. He travels by motorcycle, and often hits the road without a destination. His interests are pure as he knows that the journey has just begun.

Whether enticed by the romance of adventure or merely taking the time to enjoy moments to oneself, the lure of the open road never goes out of style.

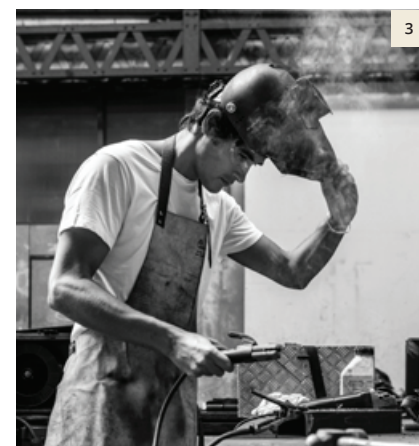
He appreciates the beauty of construction, he is curious as to how things are made and that they are true to materials.



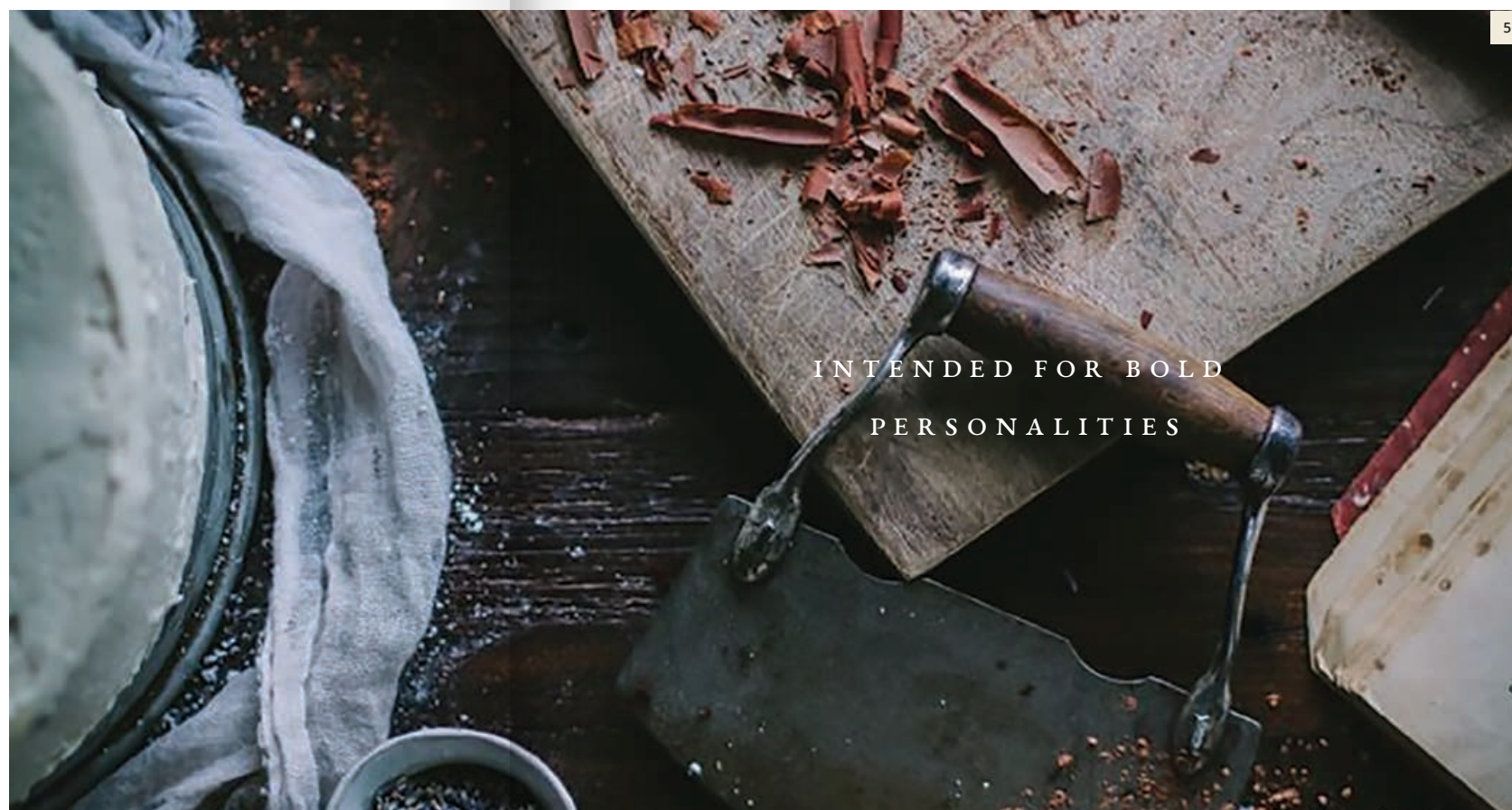
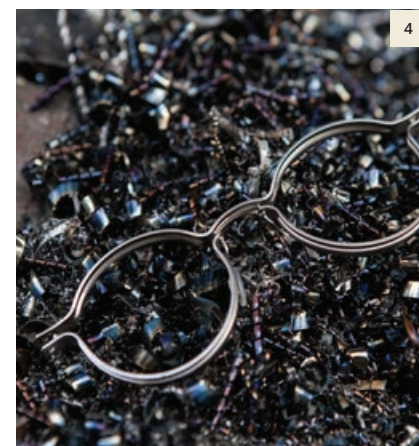
▼
N°01 - MOTORCYCLE
BMW Cafe Racer



▼
N°02 - RUST IRON CHANDELIER
Rusted chandelier



▼
N°03 - WELDER MAN
Man at work



▼
N°04 - SOUPCAN FRAME
Frame in rutenio with metal shards

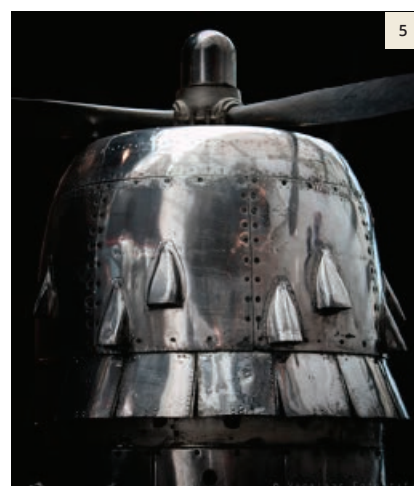
▼
N°05 - COLOURFUL FOOD
Rustic table mood

SoupCan

▼
N°01 - FILM COVER
North by Northwest - Hitchcock



▼
N°02 - RESTAURANT SIGNAGE
Water silos



▼
N°03 - HANGAR
A view inside of an airplane hangar

▼
N°04 - AIRSHIP HANGAR
LZ 127 Graf Zeppelin

▼
N°05 - SHEET METAL
Inspiration industrial design

▼
N°06 - HANGAR
A view inside of an airplane hangar

▼
N°07 - CAMPBELL'S SOUP CAN
Soup art - Andy Warhol



▼
N°08 - AMERICAN PILOT
Brigadier General



▼
N°09 - OLD AIRCRAFT
Propeller Aircraft



SOUPCAN

Design Inspiration

While TAVAT's designer, Norm, was visiting a mechanic-friend in Arizona, who constructs and races planes, he noticed an old poster on a hangar wall. The poster advertised a group of crop sprayers, back in the '30s, who got together on weekends to give airshows, calling themselves "The Flying Burritos."

Seeing their crude goggles, Norm imagined that they were cut-out of soup-cans and immediately came up with the idea, which after a great deal of study resulted in a completely new way of making frames.

This is the story of innovation, adventure and being free-spirited which are the pillars that guide TAVAT's "SoupCan" Collection.





AN INNOVATIVE
DESIGN WITH NEW
CONSTRUCTION

The Process

SOUPCAN

TAVAT's "SoupCan" Collection is inspired by the way frames were thought to be made in 1930's America! Each style is bold, intentionally industrial, fashionable, and totally wearable.

Each frame embraces both craft and technology, past and future, simplicity and decoration.

- Each TAVAT SoupCan Frame takes up to 5 months to produce.
- Frames undergo more than 75 handmade steps, in 4 different locations.
- Made with pride and care by Master Craftsmen in Northern Italy.



▼
N°01 - SOUPCAN
Model Round M in Light Gun paired with Air Blue Lenses



▼
N°02 - THE MANUFACTURING PROCESS
Each component is coined, hand-formed with lens groove etched in

▼
N°03 - THE MANUFACTURING PROCESS
Coining SoupCan Temples

▼
N°04 - THE MANUFACTURING PROCESS
Nosepads soldered into position

▼
N°05 - THE MANUFACTURING PROCESS
Each frame is color sprayed and hand-finished



▼
N°06 - THE MANUFACTURING PROCESS
Each SoupCan frame undergoes several quality control points throughout it's production



SoupCan Metal

SOUPCAN

TECHNICAL

- “Sandwich” Frame Construction
- Hand-Finished Ultra Scratched Surface
- Rimlock Closing with Watch Crown Mechanism
- Hypoallergenic and Comfortable Nosepads
- Intentionally Industrial

SOUPCAN HINGE

The Soup Can hinge looks very simple but it is in fact a high precision, fully tested hinge.

We have a spacer, which acts as the stop for the temple opening, but also a gauge controlling the minimum closing of the top and bottom parts of the frame.

The “Screw and Crown” assembly are made by a Swiss screw manufacturer and are made to the highest tolerance and precision. The assembly acts as a maximum gauge. Hence the hinge mechanism is controlled by a minimum and maximum tolerance of +0.00 and - 0.02 millimeters. The “Screw and Crown” assembly is the same as used on most, if not all hinge assemblies made by European factories, and our testing results in a very successful construction.

All of TAVAT’s SoupCan “all-metal” frames are paired with an acetate temple tip which allows for adjustment for maximum comfort.

TAVAT’s SoupCan “all-Metal” frames, in their 2.0 series, features a temple made up of Niclafor® paired with an acetate temple tip. Niclafor® is known for its good corrosion resistance, good formability, high mechanical properties, and low permeability. The result is a temple which allows for more flexibility as well as comfort.



High-quality, watch-crown screw, made in Switzerland. Whilst this appears to be only a design detail, it actually plays an integral part within the assembly and functionality of the SoupCan Hinge.

TAVAT’s unique nose assembly is soldered into position for extra security when there is the need to disassemble the frame and mount the lenses.



Hypoallergenic nosepads for comfort which are available in different sizes upon request.



SoupCan Combination

SOUPCAN

TAVAT continues to explore their SoupCan Design and apply new variations. Everything you see after the “all-metal” version is an interpretation of the original design. By introducing new materials, yet keeping in mind Norman’s vision, the boundaries of design continue to be tested and make way for new iconic creations.

▼
N°01 - SOUPCAN
Close-up of Model Oval C in Palladium / Black & White Remix



TAVAT’s SoupCan “Combination” frames are characterized by the addition of an acetate eye-rim in which has been inserted into the frame. The eye-rims give the opportunity to play with more color and sometimes, contrast, which adds more detail and character.

▼
N°02 - SOUPCAN
Close-up of Model Pantos C in Bronze / Cognac



▼
N°03 - SOUPCAN
Model: Pantos C 2.0 in Palladium / Grey Havana paired with Air Silver Lenses



TAVAT’s SoupCan “Combination” frames, in their 2.0 series, feature a temple made entirely of acetate. This allows for more flexibility, adjustability as well as comfort.

SOUPCAN
SPECIAL EDITION

WHEN DESIGN IS LIMITLESS

TAVAT continues to push the envelope, and challenge their original design, by incorporating new & unique applications of different materials.

It's more exclusive with undeniably more style.





SoupCan *Acetate*

SOUPCAN

TAVAT presents their "SoupCan Acetate" Collection in which the distinctive features of the classic SoupCan have been mirrored to achieve a similar look and feel.

Each frame features the similar iconic detail of the Swiss-watch-crown hinge, which has also been cleverly incorporated into the nose construction. The final result is an acetate collection, which not only has the design detail of "SoupCan" but also the benefits of warmth, comfort and color, associated with classical Mazzuchelli material.



▼
N°01 - SOUPCAN ACETATES
Close-up of watch-crown nose detailing on Model Folium | A in Brown Translucent Red

▼
N°02 - SOUPCAN ACETATES
Close-up of Model Folium | A in Extruded Green

▼
N°03 - SOUPCAN ACETATES
Close-up of the detailed milling workmanship as seen on Model Retta | A in Extruded Blue

▼
N°04 - SOUPCAN ACETATES
Model Pantos | A in Striped Havana



—
Sold Exclusively
by Qualified
Independent Optical
Professionals
Worldwide

TLT: Melanin Lenses

It's Melanin that makes the difference!

TAVAT introduces the leading lens technology, only now being recognized as significantly important for both improved visual performance and long-term eye protection. Research over the past 40 years, by the leading centers of excellence for eyecare in America, validate the protection value of melanin. TAVAT acknowledges this research, and has chosen melanin enhanced lenses for all sunglasses... creating the perfect combination of performance, function, and design.

Wear and Compare. We know you won't be disappointed.



TAVAT Lens Technology brings the very best lens technology available today, not only meeting the specific performance requirements for the professional and enthusiast alike but also offering a high degree of long term eye protection.

MELANIN, IN LENSES!

TAVAT's sunglass lenses are infused with a synthetic melanin to provide the ultimate in eye protection, improving clarity, enhancing contrast, without any colour distortion.

TAVAT's sunglass lenses are inspired by the natural defenses of the human body against the sun. The synthetic melanin acts in the same way as natural melanin, just like a shield against both UV rays and up to 98% of the harmful violet-blue light (HEV).

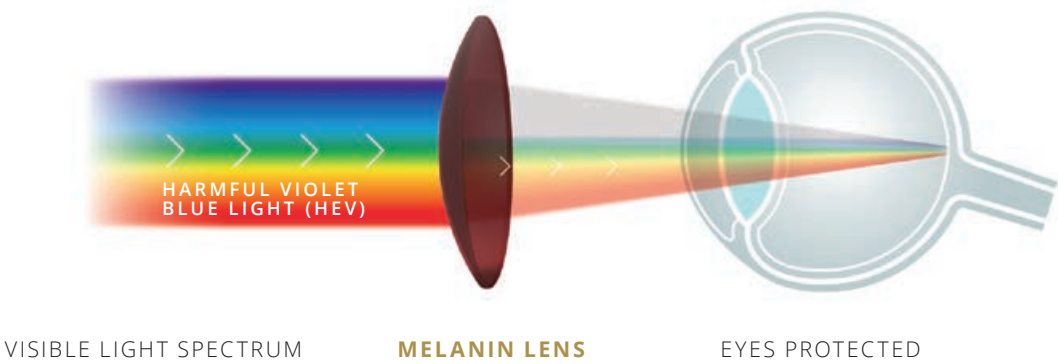
This means higher protection and better performance at the same time.

The differences between regular sunglass lenses and Polarized sunglass lenses are known.

TAVAT offers both types of lenses, specific to performance needs, but ALL with the addition of melanin.

MELANIN MAKES THE DIFFERENCE.

STOP
VIOLET-BLUE
LIGHT



IT'S MELANIN THAT MAKES THE DIFFERENCE!

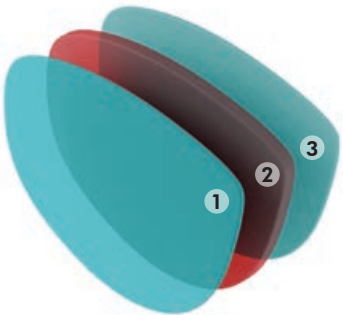
- BLOCKS 100% UVA + UVB LIGHT (UV 400)
- BLOCKS UP TO 98% OF THE DANGEROUS VIOLET-BLUE LIGHT (HEV)
- SUPERIOR OPTICAL QUALITY
- ALLOWS FOR SHARP VISION OF DETAILS
- PROTECTION OF RETINA'S HEALTH
- IMPACT RESISTANT & LIGHTWEIGHT
- OLEOPHOBIC & HYDROPHIC COATINGS

TLT: Melanin

Normal Sunglass lenses that offer "UV-400 A, B & C Protection" filter 100% of the UV light passing through the lens and reduce, in general, a certain amount of visible light entering the eye.

TAVAT's melanin lenses achieve the above, PLUS filter up to 98% of the HEV light which reduces long-term exposure to the retina and therefore, reduces probable damage contributing to age-related macular degeneration (AMD) and cataracts.

In addition, HEV light, due to it's high energy, is most scattered



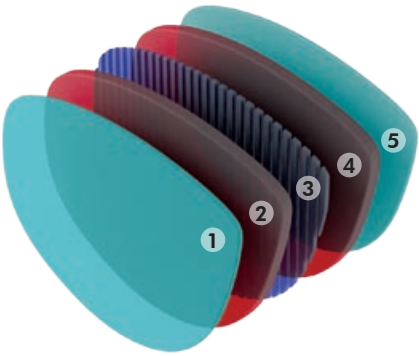
- Scratch Resistant Hard Coating ③
- MAKROLON® Fused With Melanin ②
- Scratch Resistant Hard Coating ①

than other wavelengths because it attaches to moisture in the air resulting in haze. TAVAT's melanin lenses, by filtering 97% of HEV light, eliminates this associated haze effect, allowing for enhanced contrast, true color & sharper image.

TLT: Melanin Polar

Light reflected from flat surfaces such as water, snow or asphalt in the road, generally is horizontally polarized. This means that, instead of light being scattered in all directions in more usual ways, reflected light generally travels in a more horizontally oriented direction. This creates an annoying and sometimes dangerous intensity of light that we experience as "glare" and can cause temporary blindness, disorientation and headaches.

Polarized lenses contain a special filter that blocks this type of intense reflected light, reducing glare. By wearing Polarized lenses,



- Scratch Resistant Hard Coating ①
- MAKROLON® Fused With Melanin ②
- Polarizing Filter ③
- MAKROLON® Fused With Melanin ④
- Scratch Resistant Hard Coating ⑤

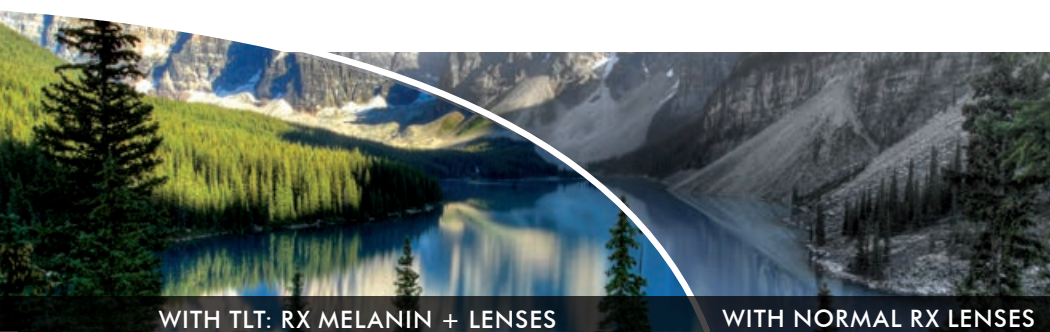
we eliminate most reflected light resulting in glare reduction, contrast enhancement, clarity of vision, and reduced eyestrain.

WEAR AND COMPARE, NEVER HAVE
YOU SEEN SO CLEARLY

Melanin

R x TAVAT's Melanin

PRESCRIPTION PROGRAMME



FREE-FORM

TAVAT'S FREE-FORM DIGITAL TECHNOLOGY, ALLOWS EVERY CUSTOMER TO BENEFIT FROM THE FOLLOWING:

- Back surface design allows wider fields of view.
- Low distortion levels alleviate "swim & sway effect" and improve both adaption and tolerance levels.
- Ideal for all types of outdoor activities.
- Base 6 and 8 Corrective Technology - Suitable for a wide range of prescriptions.
- Digitally customized lenses: its high definition for your eyes.

And now this advanced free-form technology is available with Melanin.

TAVAT RX lenses are infused with a synthetic melanin to provide the ultimate in eye protection, improving clarity, enhancing contrast, without any colour distortion.

- Blocks 100% UVA + UVB Light (UV 400)
- Blocks up-to 98% of the Dangerous Violet-Blue Light (HEV)
- Polycarbonate made from the finest quality of raw material: Makrolon®
- High Impact Resistance & Very Lightweight
- Protection of Retina's Health
- Index: 1.586
- Equivalent to a sun lotion with a SPF superior to 140
- Extremely Hard & Scratch Resistant Coating
- 6 Layers of Anti-Reflection Coatings
- Oleophobic & Hydrophobic Coatings
- Enhanced Antistatic Properties: Repels Dust & Stays Clean
- Superior Optical Quality
- Allows for Sharp Vision of Details
- Available in Polarized and Non-Polarized

TAILOR MAKE YOUR TAVAT SUNGLASSES TO SUIT YOUR INDIVIDUAL NEEDS.

Makrolon® is a registered trademark of the Bayer Corporation.



LENS COLORS AVAILABLE
POSSIBLE ADD-ON MIRRORS AVAILABLE

By popular demand TAVAT introduces prescription sunglass lenses, both single vision and progressive, under the TLT Melanin Rx Programme. Taking advantage of the cutting-edge, free-form surfacing technology, TAVAT sunglasses can now be prescribed for your patients who demand the best sunglass protection incorporated into their prescription eyewear.

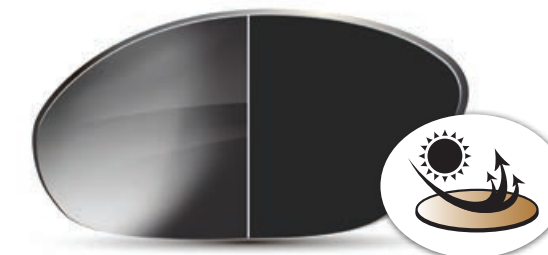
All opticians understand the benefits of coatings.

We believe that performance eyewear requires performance coatings which enhance the performance of the lens. TAVAT offers the following additions.

ANTI-REFLECTIVE COATING

6 layers of ar coating reduces back glare

Sunglasses lenses filter out light passing through them, but a percentage of light reflects back into the eye of the rear surface. It is estimated that 4% of light bounces off the convex surface and is reflected back into the eye. AR coating significantly reduces the amount of light being reflected back into the eye - hence Less UV, Less HEV and less ghost images. Frequently people complain about "back-glare" which is caused by this reflected light and the AR coating reduces this to tolerable levels.



TLT TAVAT LENS TECHNOLOGY

HYDROPHOBIC

Repels Water

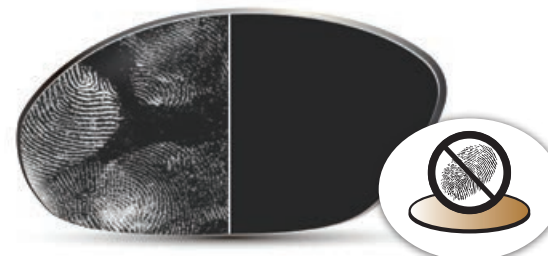
Hydrophobic is a permanent coating, applied to the front and back of the lens, repels moisture and water buildup. This coating prevents streaks and sheens that remain on lenses and allow the lenses to be easier to clean.



OLEOPHOBIC

Resists Smudges

Even the best lenses in the world don't help if they're dirty! Oleophobic coating is a permanent smudge resistant barrier coating that repels fingerprints and skin oils that build up on the lenses. This coating, applied to the front and back of the lens, allows the lenses to be easily cleaned without the blurring film that remains on ordinary lenses.



ANTI-STATIC COATING

Repels Dust & Stays Clean

TAVAT Rx Lenses come equipped with a permanent Anti-Static Coating that is applied to the front and back of the lens. This coating reduces buildup of static electricity and its role is to repel dust so your lenses can stay clean.



Plus treatments

Our Commitment to You

TAVAT is dedicated to working exclusively with the independent opticians worldwide who exemplify excellence in eyecare and eyewear.

As an independent optician you know your competition better than everyone else. Competition comes in many forms: Discounters, Mass marketers, Retail Chains, Vertically Integrated Factories and Optical Outlet Stores, not to mention the Internet.

TAVAT understands the need for an independent practitioner, not only to differentiate from all these competitors, but also reinforce their local reputation and lifelong commitment to their community.

TAVAT believes that it is possible to build a brand with a limited number of Independent Opticians, and Optometrists, which can not only assist current sales but also build a long-term asset. Not many brands are thinking about the future... We are.

You will appreciate the efforts we have made to develop products, which are both new yet saleable, technologically advanced and above all have iconic designs, which makes them easily identifiable by the general public.

Just as you have built your reputation on trust and honesty, we are building our brand with the same core values.

We keep your needs in mind, with everything that we do. After all, we are nothing without your support and we believe great customer service is all in the details.

Together, we can build the TAVAT brand and a network of TAVAT Associates.

TAVAT SUPPLIES A WIDE RANGE
OF TOOLS & SERVICES TO HELP
OUR PREMIUM CUSTOMERS
DISPENSE OUR FRAMES.

HEALTHY HINGES

Oil Pen

Each TAVAT frame has been designed to be used every day and if, for whatever reason, a frame should sit, under-utilized, the hinges could refrain from performing at their optimum levels. So, just like a car that needs to be serviced, TAVAT's unique hinges follow the same by-laws.

That's why we created our TAVAT product care line which includes an unique "Oil Pen" that will help our hinges keep oiled in order to maintain the full functionality of our frames.



TAVAT's easy-to-apply Oil is designed to soften and protect the hinges without compromising quality for the long-term enjoyment for the TAVAT Customer.

Please note that this product is only intended for TAVAT's patented and iconic hinges.

This Product is made in Germany.

CUSTOMIZE

TAVAT Lenses

TAVAT strives to cater to the needs of our Optical Professionals. TAVAT offers spare lenses in their catalog to:

- a) offer their customers the ability to customize their frames with their lens of choice to meet their personal demands;
- b) for replacement pairs: for warranty or an end-customers misuse of their lenses.

Should our customers pop out the plano lenses for their end-customers prescription requirements, TAVAT sells their sunglasses in Frame Only as well.



SERVICE

TAVAT Spare Kit

TAVAT supplies our key accounts with a Spare Kit for those quick fixes. TAVAT's Spare Kit comes equipped with a wide range of screws that vary upon model throughout the collections as well as additional nose pads and temple tips. We have supplied an easy-to-understand cheat sheet to match a SKU to the corresponding models.



TAVAT:

N°1 - I. JEREMY & ROBERTA BAINES

About the Brand



TAVAT is a global brand headed up by Jeremy and Roberta Baines, a father-daughter duo.

He's British, she's American, yet the business, conceived in California, is headquartered in the foothills of the Dolomites in Northern Italy, where all development, manufacturing and logistics are based.

The idea behind TAVAT came about in the late 90's when it became evident that the business was being taken over by licensed brands, mass marketers and discounters, with the inevitable loss of quality, service and above all, choice.

Jeremy, with his friend and designer Norman Schureman, decided to build a brand, which would be recognized for excellence in both eyewear and eyecare, dedicated to working exclusively with independent optical professionals who share their aims and convictions.

Having set the mission, their ambition was to create a timely yet timeless collection, which would not only differentiate TAVAT from other companies, but also allow TAVAT associates (our customers) to differentiate themselves from their local competition. Norman's love of the design challenges, presented by eyewear, are still TAVAT's guiding light and the association with his college, Art Center of Design

in Pasadena, continues to this day with students and faculty working on an annual "TAVAT Design Challenge" introducing eyewear design to students. You will no doubt be seeing their ideas in future collections.

To this day, these core values remain TAVAT's benchmark. TAVAT continues to offer functional iconic eyewear, combining performance and design with great respect for tradition. Eyewear crafted by artisans yet incorporating modern materials with timeless design.

TAVAT:

a Brand is Born



"I. Jeremy Baines

A Man with a Mission

I've been lucky enough to enjoy my entire career in the optical industry one way or another. Starting out as an optician in the UK, I became fascinated in eyeglasses with regard to fit and design. Back then there were fewer lens choices so working around the limitations made one think both of fit and function as well as design. This background has served me greatly through the years where I have had the pleasure working all over the world with fantastic designers, brilliant factories and businessmen who knew how to take ideas and promote them, frequently changing the optical world from a rather boring profession to a lively and dynamic industry. Sadly these changes have also brought about some loss of traditional values.

Many of the companies and brands with whom I have been closely associated are household names today, such as Polo by Ralph Lauren and Christian Dior, but from the beginning, when it was even impossible to sell Christian Dior to Harrods in London, we have arrived at a situation where it is almost impossible to sell a frame without a well known brand name.

TAVAT has been an idea I have had for many years, a way for the independent Optometrist or Optician to regain what has been lost with the mass marketing and discounting which tends to make people think only of price without considering what's best for their eyes.

Having witnessed and being part of many of the changes that have occurred in the optical industry, I believe that now more than ever, is the time for the independent optical practitioner to fight back. At a time when I hear, in many different countries, that the independent practitioner is finished, I believe that TAVAT offers a solution whereby they can unite with common beliefs about quality and service and build a brand together which will be communicated to their patients and also, more importantly, bring new patients to them who seek the service and quality promised by our marketing efforts. This may be a dream but it's not impossible if enough optometrists and opticians share the brand values and work with us to build the brand knowing that in time the benefit will come back to them.

TAVAT has a multi-year plan and optical professionals all over the world, if they take a moment to think where they will be in a few years if everything continues as at present, might well find that not only our products but also our core beliefs, philosophy and mission coincide exactly with theirs and everything that TAVAT does, is for the ultimate goal of building a brand which reflects our shared values and brings customers, new and old, back to where they know they are respected, served and fairly treated.

Building a brand is one of the hardest business challenges but we at TAVAT believe our brand can be a unifying force globally, telling a story with products and personal recommendations by recognized experts incorporating what the independent professional needs to be successful during all stages of the growth together.

TAVAT will always be an Optician's company, working together with our customers, meeting their needs and always understanding that our long term goals can never be realized unless we find opticians who share our ideas and find our products meet their needs every day."

Ian Jeremy Baines

TAVAT Eyewear S.r.l.

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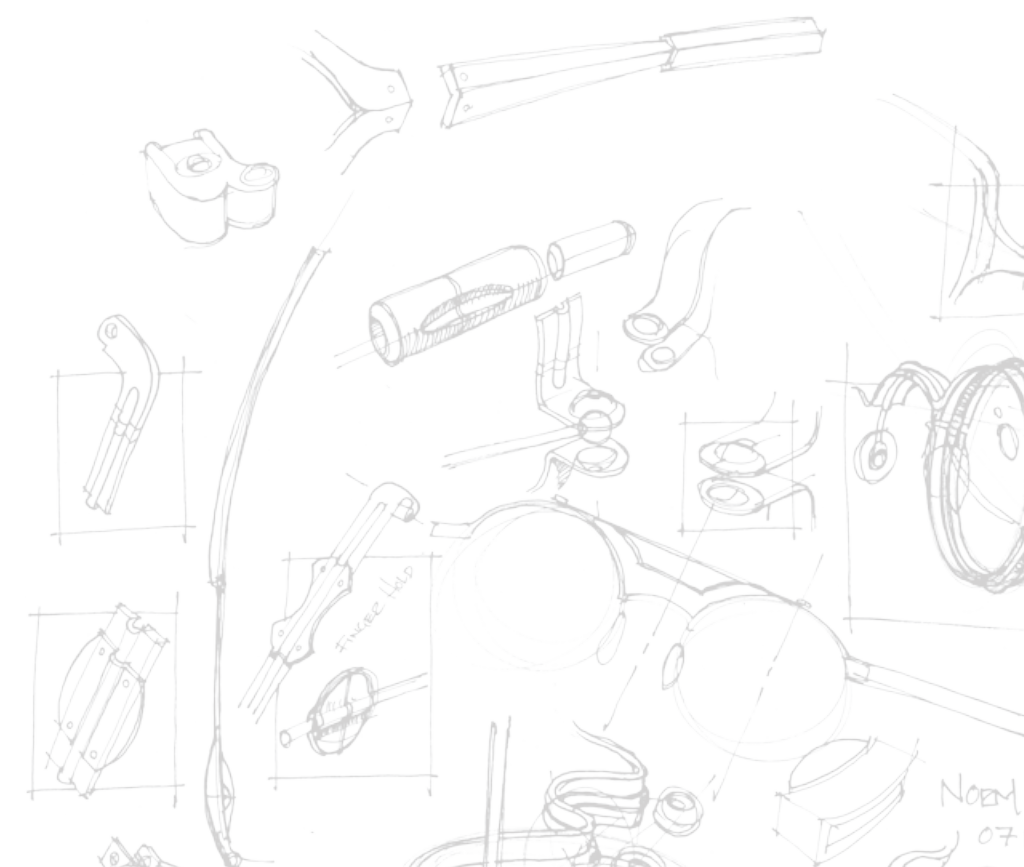
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TAVAT

Graphic & Creation: Riccardo Perin | settemiglia.com
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TAVAT