



EVATIK

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E-9276



# EVATIK

With equal focus on fit, function, and aesthetics, EVATIK eyewear for men strikes the perfect balance between comfort and luxury. Easy to wear, versatile designs are elevated by the finest materials including handmade acetate, high-grade stainless steel, and Japanese titanium. Deep, rich, masculine colors and custom design elements define the collection, creating a polished and refined look for today's modern man.

## CAMPAIGN STORY

For the 2024 Evatik men's eyewear campaign, we ventured into the heart of cinematic history, choosing the iconic Rancho Maria Sable as our backdrop. Shot by the renowned fashion photographer Yu Tsai, his expert lens brought an extra layer of sophistication to the narrative, unfolding amid the rustic charm and dramatic landscapes of the ranch. It was the perfect setting to highlight the 2024 Evatik eyewear collection with its focus on subtle detailing and an inspired color palette drawn from the raw beauty of nature itself. Each piece within the collection encapsulates the essence of contemporary style, seamlessly merging sophistication with functionality.

Styles on Cover: E-9271 | E-9272

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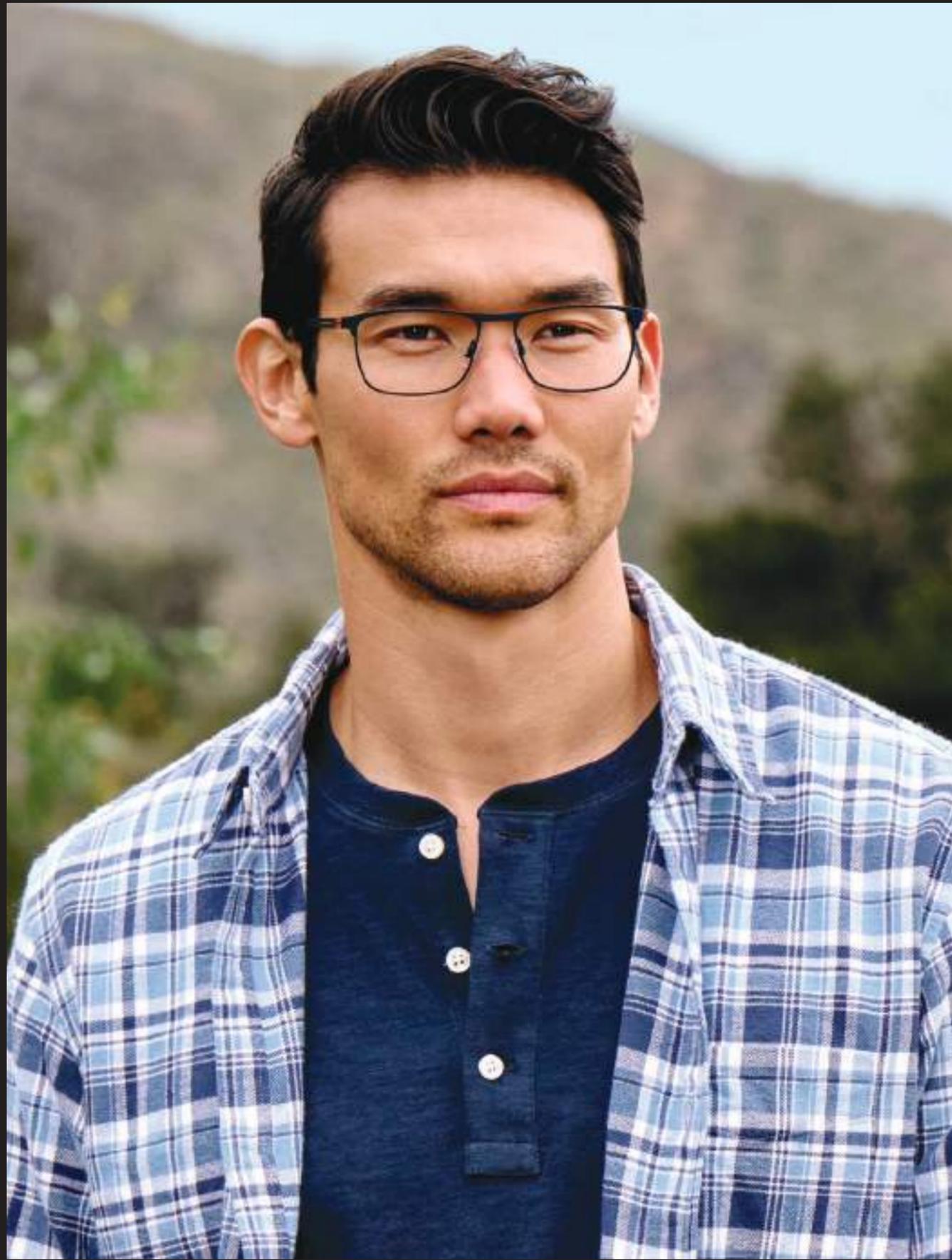


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