

 V / A M O F



VIA MILANO/ VIA VENEZIA
2024 COLLECTION

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2024 COLLECTION

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For All Your Journeys,

The most adventurous journey in our lives is learning exactly who our true selves are. Just as a caterpillar emerges from an egg, goes through a chrysalis, and transforms into a beautiful butterfly, each of our lives is also a series of constant morphs; changes, and growth.



[MORPHING EYEWEAR]

INTERCHANGEABLE FRONTAL MOF

[MOF CLIPPER]

Morphing Through Modular Design: VIA MOF creates products with interchangeable parts so that they can be easily upgraded and repaired, keeping them from becoming obsolete.

With our innovative "EYE"ntity-MOF system, you can mix and match frames and lenses to create countless combinations. From sophisticated elegance to casual coolness, VIA MOF has the perfect look for every mood and moment.

[BASE FRAME]



+

[MOF-01]



[BASE + MOF-01]



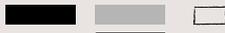
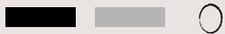
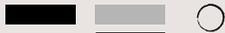
[MORPHING EYEWEAR]

INTERCHANGEABLE TEMPLE MOF



[MOF TEMPLE]

Aesthetics are only half the battle. Whether you're heading to a business meeting or a casual gathering, or going for a run along the beach, our Active Temple add-on is where functionality meets fashion. The Active Temple Additions provide a secure grip on your head to ensure a fit that won't slide or shift during movement. It's specifically engineered for static activities such as golf or home gym workouts, making it the ideal choice for an active lifestyle.



[5- SHAPES BASE FRAME]

MATERIAL SPRING STEEL + ACETATE/ SILICONE

[BASE FRAME]

OPTIC/ SUNGLASSES

[TIMELESS DESIGN]

Conventional one-piece glasses generate a large amount of waste due to their short fashion cycle, difficulty to repair, and non-recyclability. Compared to trend-driven designs, we focus on classic design elements for our base frame that won't go out of style. Our base frame is built to last for a long time, making it easy to change designs to your preference.

Our five inclusive base frame shapes (square, round, oval, trapezoid and pentagon) cater to various face shapes and allow you to showcase your personal style in the most authentic, fashionable way.





[ACTIVE-TEMPLE]



[CLASSIC-TEMPLE]



[CLASSIC-TEMPLE]



[CURVE-TEMPLE]

MATERIAL SPRING STEEL + ACETATE/ SILICONE

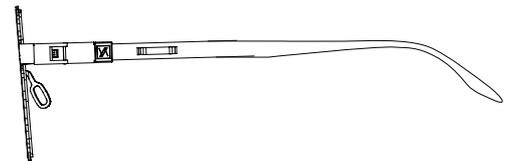
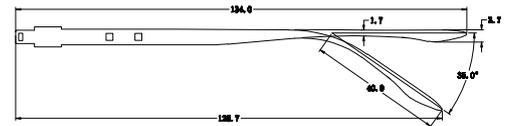
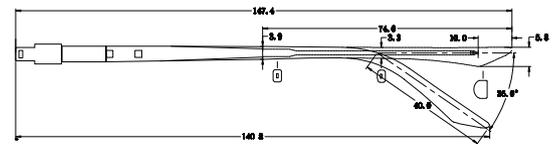
[MOF-TEMPLE]

CLASSIC/ ACTIVE

[TEMPLE CHOICE]

SIZE: We provide two distinct sizes (S/M) of temples to cater to both Asian and Western fit preferences.

FUNCTION: We provide two styles (CLASSIC TEMPLE/ ACTIVEV) of temples to adjust your life style.

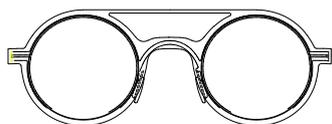


[ROUND- N°2 BRN]

BASE FRAME - ROUND



↔ 42 ↕ 42 ✕ 21 — 125



SIZE	H46 x W125 x D20 cm
MATERIAL	SPRING STEEL + PVD
COLOR	SILVER & BLACK

12

[N°2 BRN + MOF]

MOF R-01



MATERIAL SPRING STEEL + PVD

MOF R-02



MATERIAL mazzucchelli ACETATE/ MATT

13



[N°2 BRN + MOF01]



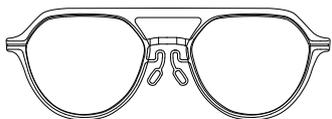
[N°2 BRN]

[PENTAGON- N°2 BPN]

BASE FRAME - PENTAGON



<> 50 <v> 45 <x> 19 - 135



SIZE	H52 x W135 x D20 cm
MATERIAL	SPRING STEEL + PVD
COLOR	SILVER & BLACK

[N°2 BPN + MOF]

MOF P-01



MATERIAL mazzucchelli ACETATE/ MATT

MOF P-02



MATERIAL mazzucchelli ACETATE/ MATT



[N°2 BPN + MOF01]



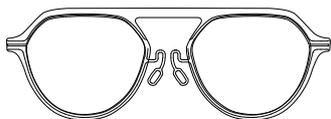
[N°2 BPN + MOF01]

[PENTAGON- N°2 BPP]

BASE FRAME - PENTAGON



↔ 50 ↕ 45 × 19 — 135



SIZE	H52 x W135 x D20 cm
MATERIAL	SPRING STEEL + PVD
COLOR	SILVER & BLACK

[N°2 BPP + MOF]

MOF P-01



MATERIAL mazzucchelli ACETATE/ MATT

MOF P-02



MATERIAL mazzucchelli ACETATE/ MATT



[N°2 BPP]



[N°2 BPP]

[SQUARE- N°2 BSN]

BASE FRAME - SQUARE



↔ 50 ↕ 45 <> 19 — 137



SIZE	H50 x W137 x D20 cm
MATERIAL	SPRING STEEL + PVD
COLOR	SILVER & BLACK

[N°2 BSN + MOF]

MOF S-01



MATERIAL mazzucchelli ACETATE/ MATT

MOF S-02



MATERIAL mazzucchelli ACETATE/ MATT



[N°2 BSN + MOF01]



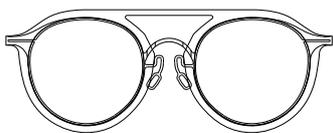
[N°2 BSN]

[OVAL- N°2 BON]

BASE FRAME - OVL



↔ 50 ↕ 48 ↗ 21 — 140



SIZE	H50 x W140 x D20 cm
MATERIAL	SPRING STEEL + PVD
COLOR	SILVER & BLACK

28

[N°2 BON + MOF]

MOF O-01



MATERIAL SPRING STEEL + PVD

MOF O-02



MATERIAL mazzucchelli ACETATE/ MATT

29



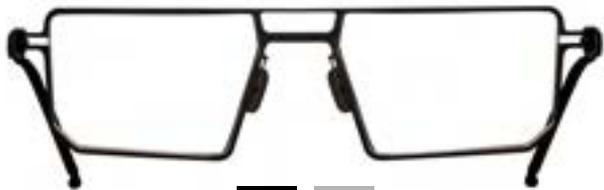
[N°2 BON]



[N°2 BON + MOF01]

[TRAPEZOID- N°2 BTN]

BASE FRAME - TRAPEZOID



<> 57 ↕ 42 <> 20 — 145

SIZE

H46 x W145 x D20 cm

MATERIAL

SPRING STEEL + PVD

COLOR

SILVER & BLACK

[N°2 BTN + MOF]

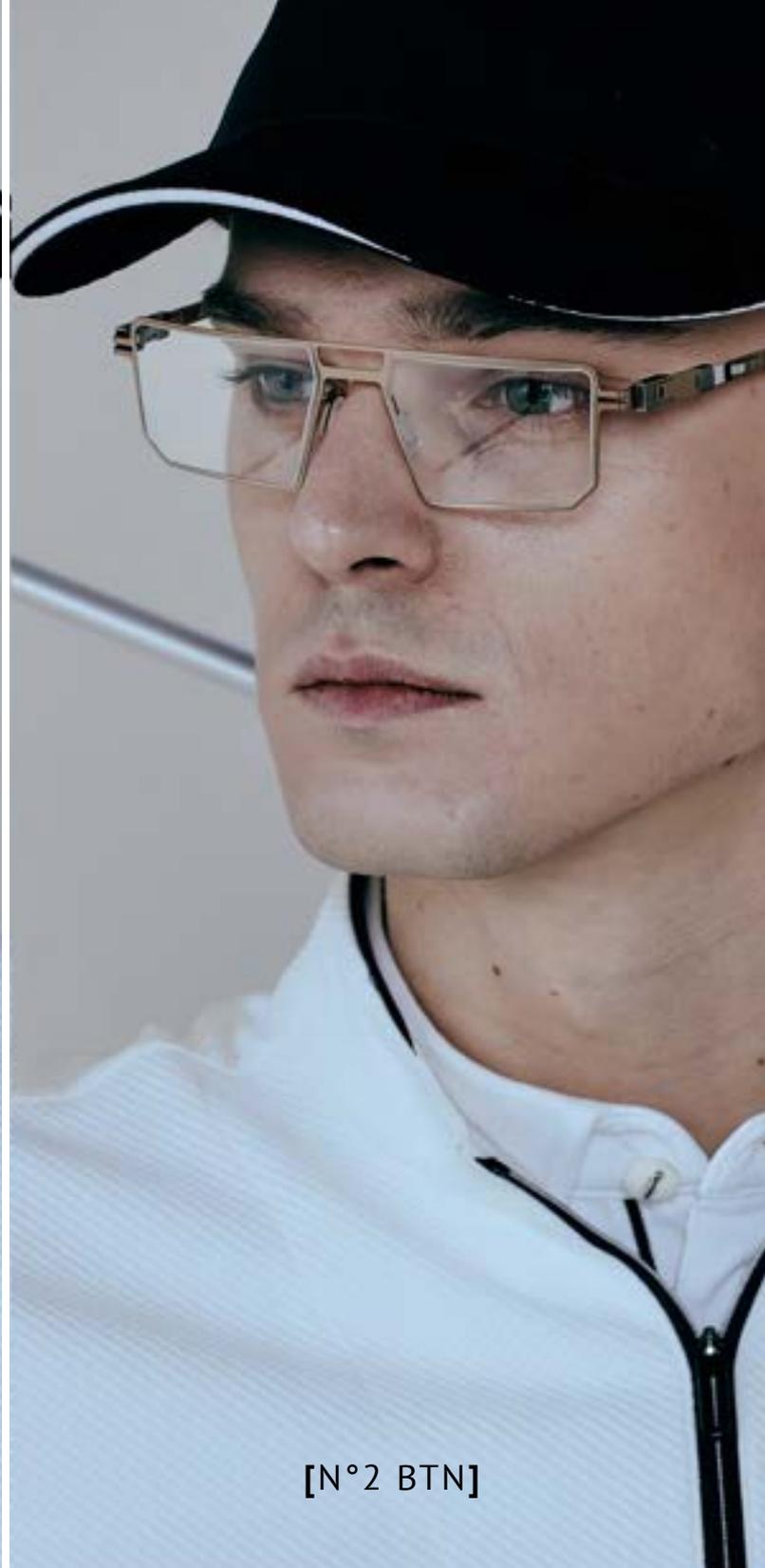
MOF T-01



MATERIAL SPRING STEEL + PVD



[N°2 BTN + MOF01]



[N°2 BTN]



[FEATURES]

QUALITY MATERIALS

[ULTRA-LIGHTWEIGHT]

Discover the ultimate in comfort with our featherlight 12g glasses. Even when added with MOF, it's crafted to be ultra-lightweight, not exceeding 25 grams. Silicon nose pads with a thickness of 0.5mm and a minimum weight of 12g, our glasses are designed to prevent any marks on your nose even with all-day use.

[PVD]

Utilizing cutting-edge technology paired with the finest coating, our products feature Physical Vapor Deposition (PVD) finishing for unparalleled durability and finish.

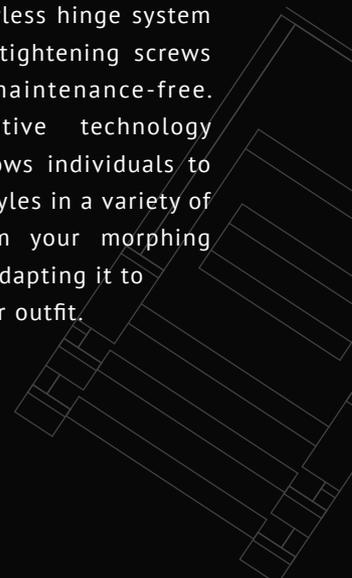


5-YEARS OF STUDY IN ITALY

[PATENTED HINGE]

Our frame has done away with all the non-essentials-no screws, no rivets, and no soldering. As a result, our glasses can last a lifetime. Moreover, no stock components are used; each element was purposefully designed by us from the ground up.

Via Mof's patented screwless hinge system eliminates the need for tightening screws aside from being maintenance-free. Moreover, this innovative technology exclusive to Via Mof allows individuals to showcase their distinct styles in a variety of ways. You can transform your morphing eyewear in a snap, adapting it to any occasion or outfit.





reddot winner 2023



[CARE INSTRUCTIONS]

MOF & TEMPLE

[TRANSFORMATIVE]

You have the option to order only the seasonal MOF components, allowing you to create an entirely new collection from the base frames you already have in stock. This approach realizes cost-effective, sustainable consumption by letting you utilize the existing stock without waste.

[CITY COLECTION - MOF]

“**MOF01**: VIA Milan”, selected for the 2022 iF Design Award, captured the coexistence of Milan’s old and new in a minimalist design made of stainless steel.

“**MOF02**: VIA Venice”, the 2023 Red Dot winner, expressed the architectural beauty of Venice with a cellular acetate design that symbolized Ai portici di Piazza San Marco.



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