



GIORGIO VALMASSOI

OCCHIALI 1971

2015 Brand Book

www.GiorgioValmassoi.com

GIORGIO VALMASSOI

OCCHIALI 1971

Giorgio Valmassoi is a man who dedicates his life not to a job, but to a passion. The outcome of what is done with passion, be it a product or a service, becomes something unique and original because that is transmitted in what we do and how we do it. This is the secret of a small family company that is known all over the world.

Since 1971 their glasses have been synonymous with style, elegance, quality and comfort. Giorgio Valmassoi says that these are the elements that guarantee customers complete product satisfaction which is the real secret of his success. His passion and values were handed down to his children who follow in his footsteps by bringing new ideas and technology to satisfy their client's needs.

The Giorgio Valmassoi 1971 Collection brings all our most successful products together: a tribute to the man, his story, and everything he has done and continues to do. In a word: Timeless.

GIORGIO VALMASSOI

OCCHIALI 1971

Only the finest materials are used in each creation:



Mazzucchelli

- MAZZUCHELLI 1849 Cellulose Acetate
- LASER ENGRAVING
Precision manufactured lasers delivers the highest possible laser engraving performance, filled with silver painting

- HIGH PERFORMANCE SPRING HINGES 1971 and GV's Details Material Nickel Silver



- "THE SIGNATURE"
The final touch for each creation. Giorgio Valmassoi's signature is permanently inserted inside the right temple's tip

GIORGIO VALMASSOI

OCCHIALI 1971



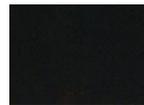
GIORGIO VALMASSOI CASE BOX FEATURES:

- BLACK SHOPPING BAG WITH SILVER LOGO
- HINGED HARD CASE WITH DEBOSSSED SYMBOLS; FELT INTERIOR WITH LOGO; BLACK SYNTHETIC SAFFIANO LEATHER SCRATCH RESISTANT. INCLUDES MICROFIBER CLEANING CLOTH. CASE DESIGNED EXCLUSIVELY FOR GIORGIO VALMASSOI 1971.
- TWO PIECES OF MAZZUCHELLI'S CELLULOSE ACETATE WHICH HAVE BEEN CUT FROM THE FRAME'S FRONT DURING THE INITIAL PHASE OF MANUFACTURING - TO EXPERIENCE FIRST HAND THE QUALITY AND DURABILITY OF THE FRAME.
- STANDARD POP MARKETING MATERIALS
- COUNTER CARDS (12 X 8 IN)
- COUNTER CARDS (16.5 X 12 IN)
- BANNER (Multiple image options)
- SMALL ACRYLIC PLAQUE (5 X 2.5 X 7.5 IN)

FRAME (Size: 46-20mm | B: 38mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 48-20mm | B: 39,7mm | Temple: 145mm | Material: Cellulose Acetate)



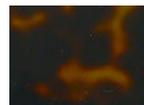
COLORS



C02
Black



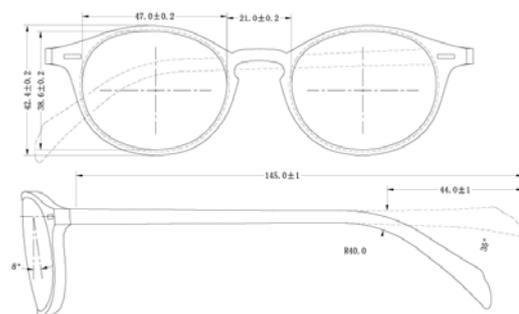
C199
Dual Shade



C699
Red Havana



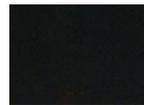
C703
Honey Havana



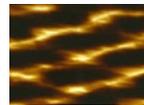
FRAME (Size: 51-19mm | B: 38,2mm | Temple: 145mm | Material: Cellulose Acetate)



COLORS



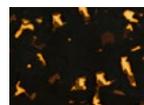
C02
Black



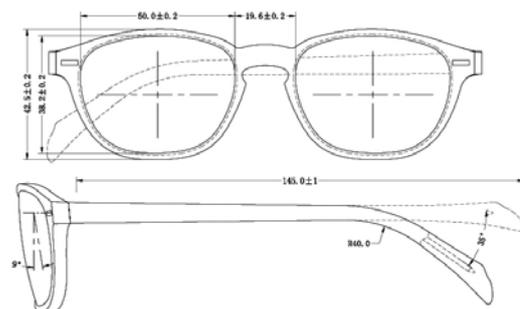
C192
Vintage Havana



C685
Tortoise Shell



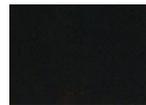
C724
Dark Havana



FRAME (Size: 49-19mm | B: 39,3mm | Temple: 145mm | Material: Cellulose Acetate)



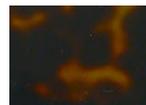
COLORS



C02
Black



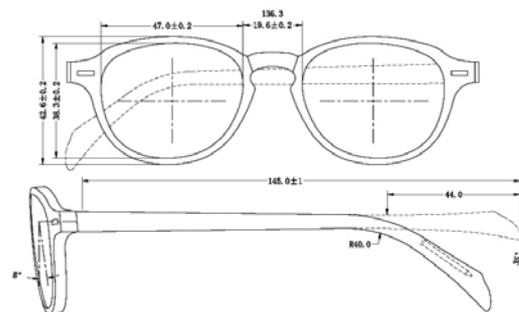
C199
Dual Shade



C699
Red Havana



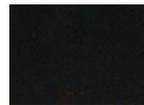
C723
Newstalgia



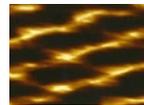
FRAME (Size: 52-19mm | B: 36,2mm | Temple: 145mm | Material: Cellulose Acetate)



COLORS



C02
Black



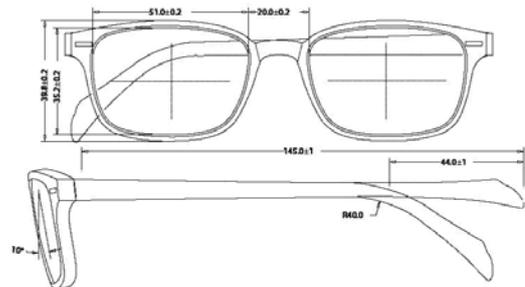
C192
Vintage Havana



C199
Dual Shade



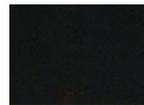
C685
Tortoise Shell



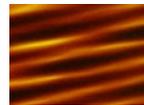
FRAME (Size: 49-19mm | B: 38,1mm | Temple: 145mm | Material: Cellulose Acetate)



COLORS



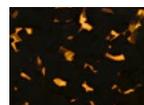
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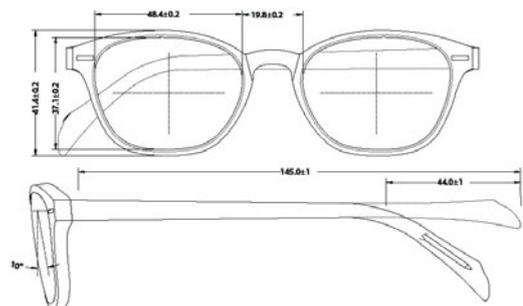
C193
Striped Havana



C703
Honey Havana



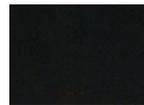
C724
Dark Havana



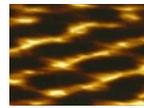
FRAME (Size: 51-19mm | B: 37,5mm | Temple: 150mm | Material: Cellulose Acetate)



COLORS



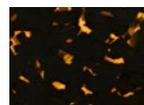
C02
Black



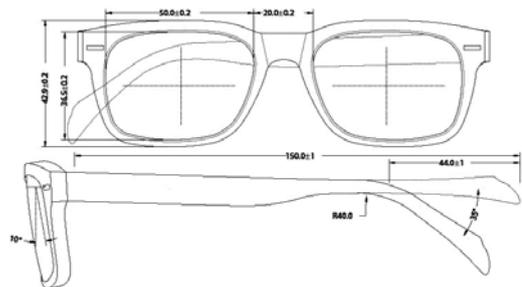
C192
Vintage Havana



C685
Tortoise Shell



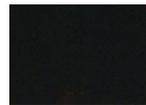
C724
Dark Havana



FRAME (Size: 48-19mm | B: 39mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 50-19mm | B: 39,4mm | Temple: 150mm | Material: Cellulose Acetate)



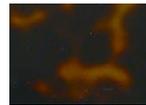
COLORS



C02
Black



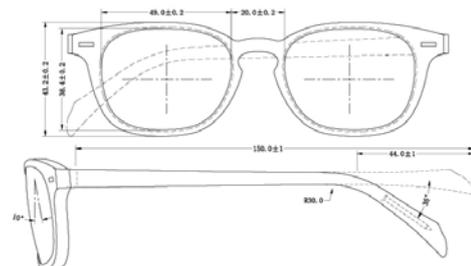
C199
Dual Shade



C699
Red Havana



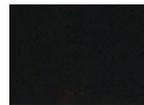
C703
Honey Havana



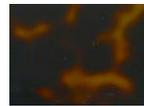
FRAME (Size: 49-20mm | B: 34,6mm | Temple: 145mm | Material: Cellulose Acetate)



COLORS



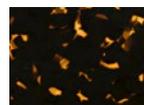
C02
Black



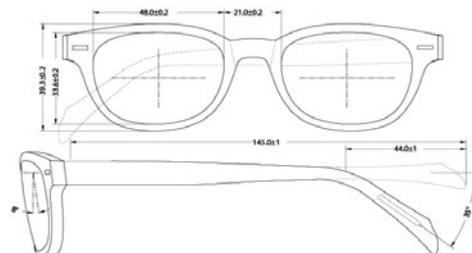
C699
Red Havana



C723
Newstalgia



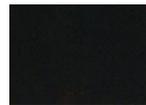
C724
Dark Havana



FRAME (Size: 48-20mm | B: 39,9mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 50-20mm | B: 51,6mm | Temple: 150mm | Material: Cellulose Acetate)



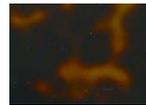
COLORS



C02
Black



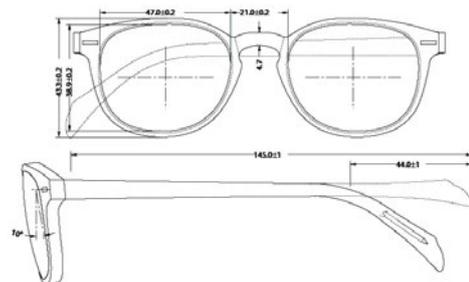
C199
Dual Shade



C699
Red Havana



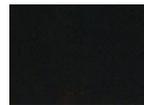
C703
Honey Havana



FRAME (Size: 49-20mm | B: 39,5mm | Temple: 145mm | Material: Cellulose Acetate)



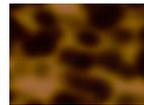
COLORS



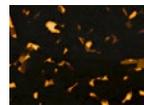
C02
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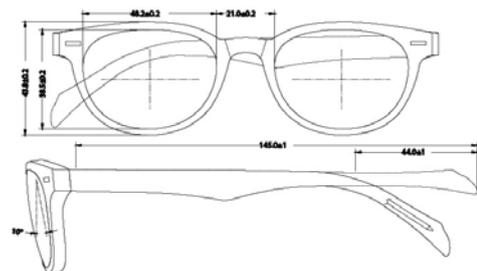
C199
Dual Shade



C685
Tortoise Shell



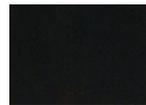
C724
Dark Havana



FRAME (Size: 53-17mm | B: 40mm | Temple: 150mm | Material: Cellulose Acetate)



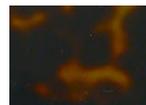
COLORS



C02
Black



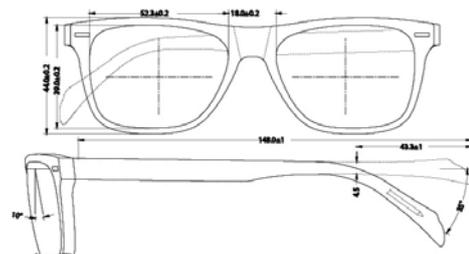
C199
Dual Shade



C699
Red Havana



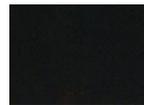
C703
Honey Havana



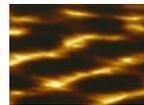
FRAME (Size: 48-18mm | B: 32mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 50-19mm | B: 33,3mm | Temple: 145mm | Material: Cellulose Acetate)



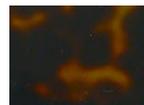
COLORS



C02
Black



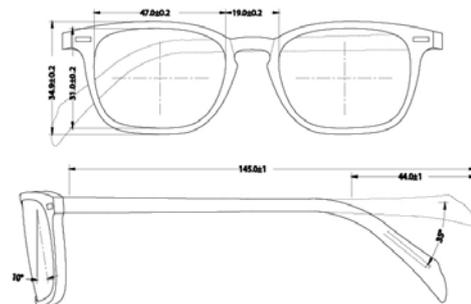
C192
Vintage Havana



C699
Red Havana



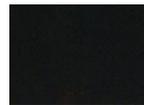
C703
Honey Havana



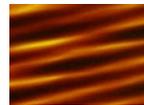
FRAME (Size: 49-20mm | B: 39,5mm | Temple: 145mm | Material: Cellulose Acetate)



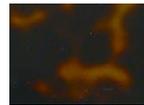
COLORS



C02
Black



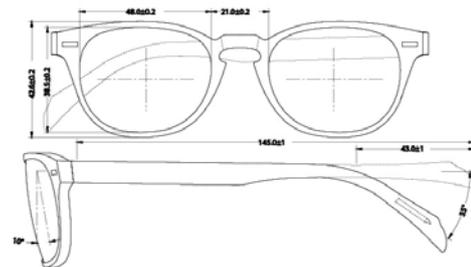
C193
Striped Havana



C699
Red Havana



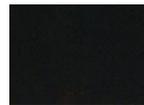
C703
Honey Havana



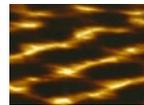
FRAME (Size: 50-19mm | B: 32,2mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 52-20mm | B: 33,5mm | Temple: 150mm | Material: Cellulose Acetate)



COLORS



C02
Black



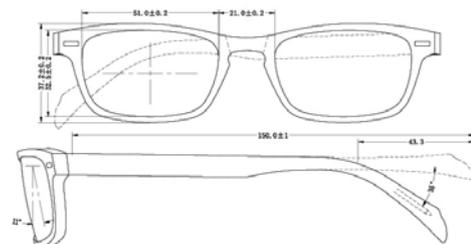
C192
Vintage Havana



C199
Dual Shade



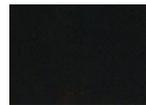
C703
Honey Havana



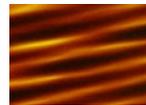
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COLORS



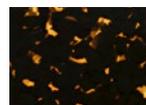
C02
Black



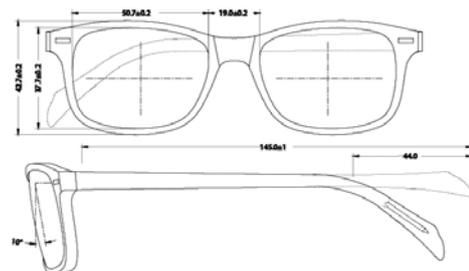
C193
Striped Havana



C723
Newstalgia



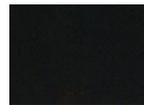
C724
Dark Havana



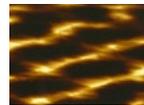
FRAME (Size: 52-18mm | B: 38,7mm | Temple: 145mm | Material: Cellulose Acetate)



COLORS



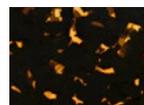
C02
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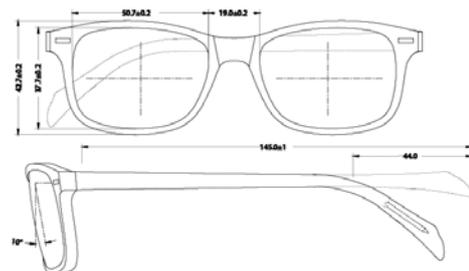
C192
Vintage Havana



C703
Honey Havana



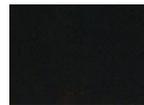
C724
Dark Havana



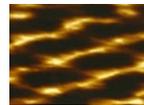
FRAME (Size: 47-20mm | B: 40mm | Temple: 145mm | Material: Cellulose Acetate)
 FRAME (Size: 49-21mm | B: 41,7mm | Temple: 150mm | Material: Cellulose Acetate)



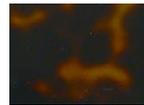
COLORS



C02
Black



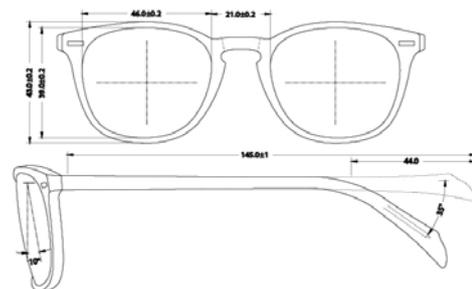
C192
Vintage Havana



C699
Red Havana



C703
Honey Havana





GIORGIO VALMASSO
OCCHIALI 1971

THEMA[®]
A Family Factory

THEMA OPTICAL SRL I-32040 DOMEgge DI CADORE(BL) Italia - Via Risorgimento, 100
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www.thema-optical.com - E-mail: info@thema-optical.com.
www.GiorgioValmassoi.com