

# CHASE THE LIGHT

8

DENZEL SV589004

9

OPHTHALMIC COLLECTION



8

▶ 4A



9

▶ 5A



# Introduction

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Born in the USA, an iconic premium brand, known and renowned in the eyewear industry as a pioneer in eyewear lenses. Serengeti has refined and always pushed further the excellence, the know-how and deep attention to details in the creation of its frames.

Fond of innovation, Serengeti keeps challenging itself, pushes the boundaries when it comes to frame design and lens technology. To celebrate its 40 years of creation, is delighted to launch its very first ophthalmic collection.

Inspired by its strive for excellence, the brand-new ophthalmic collection highlights all the essence and craftsmanship of Serengeti, considering both the manufacturing of the frame and the expertise of the lens. Indeed, enhanced details, eco-friendly frame materials as well as a unique eco-friendly demo lens belongs to this remarkable and timeless collection.

By bringing to the ophthalmic industry all its mastery of sunglasses, Serengeti invites you to chase the light through the most advanced visual experience.

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## OUR PILLARS

### ITALIAN KNOW-HOW

Serengeti has over 40 years of experience in the optical industry. Recognized by experts for the quality of its lenses and its iconic frames, Serengeti also stands out among connoisseurs as an exclusive and premium brand.

Handmade in Italy from noble materials selected with the greatest care, Serengeti does not compromise on the quality and durability of its products. Frames are made to last for life.

Because elegance lies in the details, Serengeti has designed its collection to meet the requirements of premium codes: with discreet branding on its frames, an irreproachable product finishing and elaborated models that will appeal to people looking for the finest designs.

### THE FINEST MATERIALS

Serengeti's ophthalmic collection consolidates the brand's eco-responsible ambition by working with lower-impact and sustainable materials. This is also a common thread that the Designers wanted to integrate throughout the creating process of the collection, from the sourcing of the bio-based materials used in our frames to the packaging.

Italian bio-acetate is 68% more eco-friendly than the classic acetate. On some models it is combined with metal, not only for style reasons, but also to reinforce the robustness, reparability and comfort of our models.

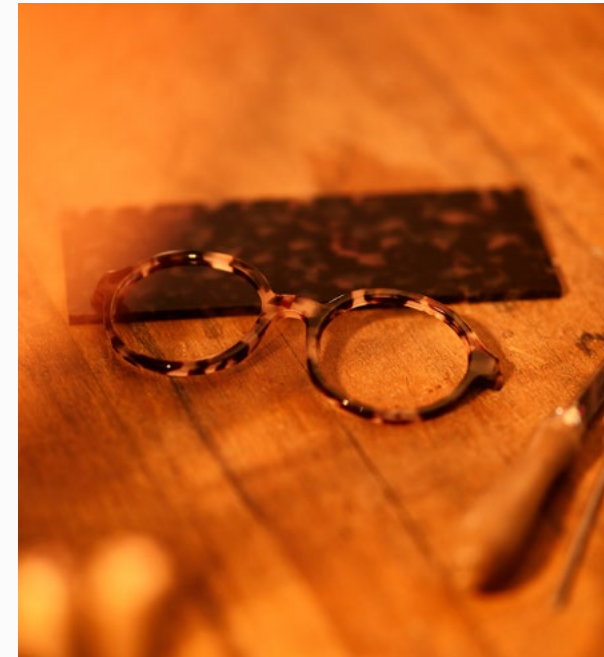
Because comfort is a key element for an ophthalmic frame, each model is designed so that the weight repartition on the nose is evenly distributed for an ultimate lightness.

### A TIMELESS COLLECTION

What characterizes the style at Serengeti is the ability to create & reshape trendy models into timeless and iconic designs.

If some are inspired by its heritage, others are twisted in more assertive colors, making each design a real statement for the wearer.

All the eyewear know-how and care given to the Serengeti ophthalmic collection pays tribute to the brand authenticity, becoming a truly must have for any eyewear lover.



Eco-Friendly acetate  
& metal frames —



ECO-FRIENDLY ACETATE & METAL FRAME

# Nathanel

optic



**KEY FEATURES :**

Bronze flex temples - Serengeti Customed metal rim.  
High Density Acetate Rim - Adjustable Nose Pads & Temple Tips.



SV589001

Shiny Black with transparent layer  
Shiny Light Gold

SV584002

Shiny Rose Gold  
Red Brown

**SV584003**

**Matte Light Gold**  
**Olive green**

SV584004

Matte Black  
Grey

ECO-FRIENDLY ACETATE & METAL FRAME

# Nancie

optic



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - Metal Temples  
Adjustable Temple Tips.



SV593001

Shiny Transparent  
Dark Grey  
Shiny Light Gold

**SV592002**

**Shiny Havana**  
**Shiny Light Gold**

SV592003

Shiny Transparent  
Violet  
Shiny Silver

SV592004

Shiny Crystal  
Caramel Brown  
Shiny Light Gold

ECO-FRIENDLY ACETATE & METAL FRAME

# Denzel

optic



**FIT :** medium  
**BASE :** 6



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - Serengeti Engraved 5 barrels  
Hinges - Metal Eye-Rim - Engraved Metal Bridge  
Adjustable Nose Pads and Temple Tips.



SV589001

Shiny Black with  
transparent layer  
Shiny Light Gold

SV589002

Shiny Havana  
Shiny Light Gold

**SV589003**

Shiny Classic Havana  
Shiny Light Gold

SV589004

Shiny Milky Ocre  
Shiny Light Gold

ECO-FRIENDLY ACETATE & METAL FRAME

# Leelee

optic



**FIT :** medium  
**BASE :** 6



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - Metal Temples  
Adjustable Temple Tips.



SV593001

Shiny Transparent  
Dark Grey  
Shiny Light Gold

SV593002

Shiny Crystal  
Caramel Brown  
Shiny Light Gold

**SV593003**

Shiny Black  
Shiny Light Gold

SV593004

Shiny Milky  
Beige Havana  
Shiny Light Gold

# Eco-Friendly acetate frames —



ECO-FRIENDLY ACETATE FRAME

# Laerry

optic



**FIT** : medium | 140 mm | 126 mm | 47 mm | 23 mm  
**BASE** : 6

**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate  
Serengeti Engraved 5 barrels Hinges.



SV587001

Shiny Black

SV587002

Shiny Havana

SV587003

Shiny Transparent  
Violet

**SV587004**

**Shiny Transparent  
Olive Green**

ECO-FRIENDLY ACETATE FRAME

# Gervais

optic



**FIT** : medium | 140 mm | 128 mm | 49 mm | 21 mm  
**BASE** : 6

**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate  
Serengeti Engraved 5 barrels Hinges.



SV588001

Shiny Black with  
transparent layer

**SV588002**

**Shiny Transparent  
Violet**

SV588003

Shiny Havana

SV588004

Shiny Classic Havana



ECO-FRIENDLY ACETATE FRAME

# Wilbour

optic



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate  
Serengeti Engraved 5 barrels Hinges.



SV586001

Shiny Black with transparent layer

SV586002

Shiny Havana

**SV586003**

Shiny Transparent light grey

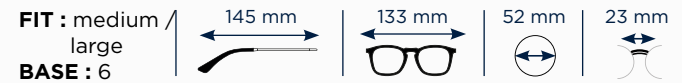
SV586004

Shiny Crystal Caramel Brown

ECO-FRIENDLY ACETATE FRAME

# Nelson

optic



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - 5 barrels Hinges.



SV591001

Shiny Black with transparent layer

**SV591002**

Shiny Ocre tortoise

SV591003

Shiny Transparent Grey Blue

SV591004

Shiny Crystal Caramel Brown

ECO-FRIENDLY ACETATE FRAME

# Janeway

optic



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - 5 barrels Hinges.



SV585001

Shiny Crystal  
Dark Green

SV585002

Shiny Light  
red brown

**SV585003**

**Shiny Confidential  
Havana**

SV585004

Shiny Crystal

ECO-FRIENDLY ACETATE FRAME

# Norman

optic



**KEY FEATURES :**

Handcrafted Eco-Friendly Acetate - 5 barrels Hinges.



SV590001

Shiny Black with  
transparent layer

SV590002

Shiny Havana

**SV590003**

**Shiny Transparent  
Grey Blue**

SV590004

Shiny Crystal

# Metal frames —



METAL FRAME

# Daniel

optic



**KEY FEATURES :**

Bronze flex temples - Acetate Windsor  
Adjustable Nose Pads and Temple tips.



SV582001

Shiny Clear Gold  
Shiny Classic  
Tortoise Windsor

SV582002

Matte Black  
Shiny Yellow  
Tortoise Windsor

**SV582003**

**Matte Light Gold**  
**Shiny Brown**  
**Tortoise Windsor**

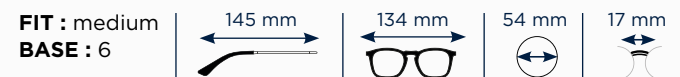
SV582004

Shiny Silver  
Shiny Black  
Windsor

METAL FRAME

# Follen

optic



**KEY FEATURES :**

Bronze flex temples - Thick Metal rim  
Adjustable Nose Pads and Temple tips.



SV583001

Shiny Light Gold  
and Black spray  
on the front

**SV583002**

**Matte Light Gold**  
**and Havana enamel**

SV583003

Matte Black

SV583004

Shiny Antique Silver

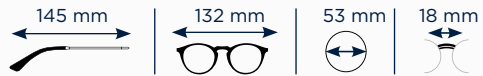
METAL FRAME

# Miles

optic



**FIT :** medium  
**BASE :** 6



**KEY FEATURES :**

Bronze flex temples - Serengeti Customed Metal rim  
Adjustable Nose Pads and Temple tips.



SV581001

**SV581002**

SV581003

SV581004

Shiny Gunmetal

**Shiny Brushed Bronze**

Shiny Silver

Shiny Light Gold

METAL FRAME

# Annie

optic



**FIT :** medium  
**BASE :** 6



**KEY FEATURES :**

Bronze flex temples  
Adjustable Nose Pads and Temple tips.



SV580001

**SV580002**

SV580003

SV580004

Shiny Light Gold  
and Tortoise enamel  
on the front

**Shiny Light Gold  
and Black spray  
on the front**

Shiny Rose Gold

Matte Black

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NOTES

BRAND MANIFESTO

# Chase The Light

Artists spend their lives chasing the light. In search of those rare moments when the sun and elements magically align to create the perfect shot; the ideal reflection at the most exquisite angle, the color and atmosphere all coming together to create art.

At Serengeti, we design the sunglasses that let you chase the light and capture it - revealing the world at its most inspiring.

Make no mistake, the idea of chasing the light is about more than just sunlight. It's about chasing life. Chasing success. Joy. Enlightenment. Striving to go to places and do things we've never done before. And it's a passionate pursuit that's somehow distinctly American.

At Serengeti, we chase the light by constantly striving for design perfection. Forever in pursuit of the perfect curve.

The consummate contour.

The most glorious glass.

Our master craftsmen are inspired and encouraged to go beyond product design, beyond craft to inspire you, the wearer. And you'll feel the results every time. Wherever you are. Whatever you are chasing.

We're not just chasing sunglass design.

We're crafting and mastering eyewear.





SERENGETI®



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