

GLEMAUD × TURA

LOOKBOOK
SUN + OPTICAL 2022



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*THE CREATION OF
NEW GLAMOUR
HAS ARRIVED.*

TURA

Manhattan-based eyewear company, Tura has been synonymous with frame innovation since our founding in 1938.

Since then, Tura has introduced one-of-a-kind collections including the first-ever eyewear designer license with Christian Dior (1966), the launch of the iconic L.A.M.B eyewear collection in collaboration with Gwen Stefani, and collaborations with Hollywood stylist Kate Young, just to name a few...

And now a collaboration with fashion designer Victor Glemaud, mastermind behind the brand of joyous knits answering fashion desires in an expanded range of sizes.

GLEMAUD
× TURA



As inclusive sizing continues to break the mold with fashion apparel labels, finding the right fit for diverse body types becomes more accessible. At Tura, there is no “standard” fit. Years of developing and evolving the fit of their eyewear has led the company to expand on this need.





GLEMAUD x TURA features a tailored fit made for women of color. The collection marries designer, Victor Glemaud's high fashion boldness and inclusive sizing platform with Tura's distinct jeweled eyewear heritage.

FIT & FABULOUS.

As essential as clothing that fits our lines & curves, proper-fitting glasses are equally important.



Sunglasses are a daily essential to protect your eyes from harmful UV sun rays whether shining or not and when properly sized and positioned, the delicate skin surrounding is shielded.

PURPOSEFUL STYLE.

Dramatically glamorous style adorned with retro jewel details exhilarate the senses in high-fashion boldness and vibrant colors to complement deep & rich skin tones.





VISION OF BEAUTY.

For optimum optical integrity, prescription lenses must be centered on the eyes, otherwise vision may be impaired. Having frames that don't slip and are lifted away from cheekbones ensure proper fit and comfort. So often, women of color cannot find eyewear that address all of these fit requirements. Look no further! Glemaud x Tura will fit and fabulously flatter women of color. This collection offers "the" instant makeover & mood lifter!







MÉLANGE-A-TORT.

Beaded gold trim on the front and temple accentuates a mélange of colors set in juxtaposition with bold burgundy color blocking. A slight drop-acetate end-piece allows for a mid-set temple for best fit.





RETRO ———
——— *GLAMOUR.*

Layered with Art Deco details from the angular shape and lilac ombre coloring to the mid-set temples highlighted with an enamel inlay.





INSPIRATION SAFARI.

Animal print texture with pops of bold color adds an exuberant statement. It's so hip to be square.





TAILORED TO ——— ————— PERFECTION.

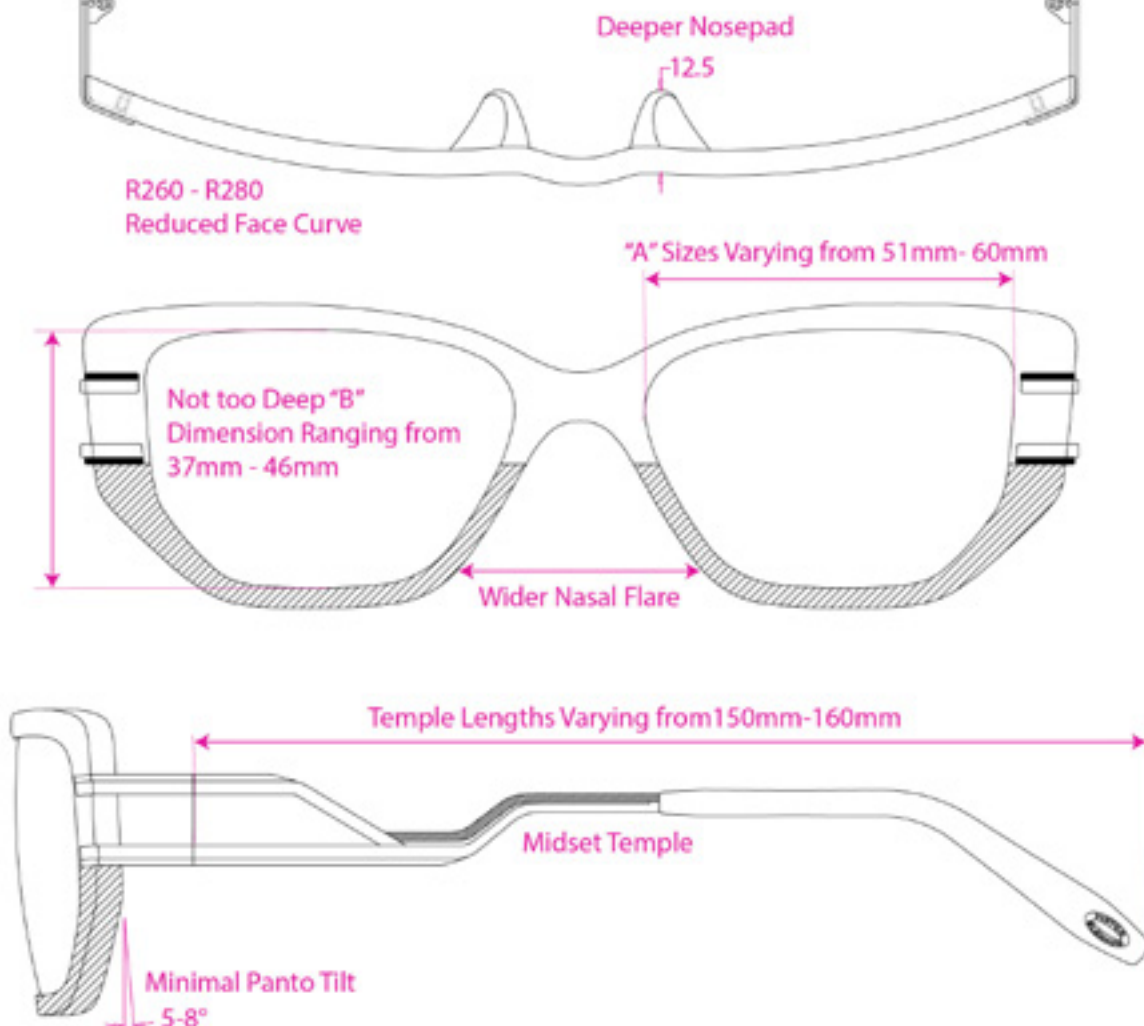


Everyday style elevated with dramatic color-blocking, detailed with a delicate inlay of metallic shimmer adding drama to the face and temples.

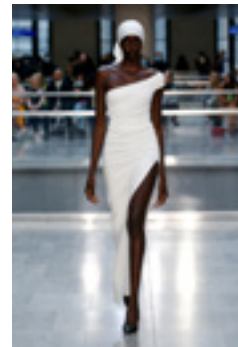
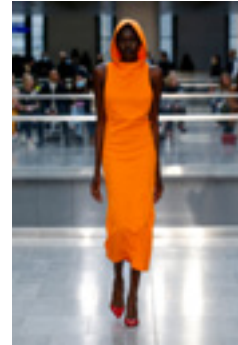
OUR EXCLUSIVE FOREVER FIT

Ensuring glasses are positioned where they need to be & provide a proper fit and comfort. A wide nasal flare prevents sinus pressure and gaping at the bridge while deep nose pads prevent frame slippage and ensure the eye remains centered in the lens. Mid-set temples and a tailored lens depth allow for a bolder style that does not hit the cheekbones.

The frames have a bold, retro vibe that feels contemporary," said Glemaud, who coined Forever Fit as the name for the tailored styles.







ABOUT VICTOR GLEMAUD

Victor Glemaud is an eponymous collection of joyous, statement knitwear, designed for all people, genders, races, sizes, and personalities.

Launched in 2015, his iconic slashed sweaters and curve-hugging dresses have been worn by global celebrities and influencers, including Meghan, the Duchess of Sussex, Ashley Graham, Indya Moore, Sienna Miller, Dominique Jackson, Dakota Johnson, Florence Pugh, Hailey Baldwin, Issa Rae, Iman, and Selena Gomez.

Victor Glemaud is currently sold at FarFetch, FRVD, Intermix, Revolve, Saks Fifth Avenue, Shopbop, SSENSE and glemaud.com.

FOR MORE INFORMATION:

Contact Customer Service

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tura.com | @turainc



Tura is a leading optical design house based in Manhattan. Since 1938 the pursuit of exquisite craftsmanship and a passion for innovation have defined Tura as a fashion leader. Tura's vision of eyewear as a fashion accessory gave rise to a series of industry milestones, including an exclusive partnership with Vogue magazine and the industry's first designer brand license with Christian Dior.

Today, Tura employs over 200 people in North America. The Tura brand portfolio includes Tura, GLEMAUD x Tura, Kate Young for Tura, Tura by Lara Spencer, TITANflex, Ted Baker, L.A.M.B., gx by Gwen Stefani, Lulu Guinness, Botaniq, O'Neill, MINI, Buffalo by David Bitton, Brendel, Geoffrey Beene, Humphrey's, and Zuma Rock. For more information, please visit: www.tura.com.