

APPAREL AND ACCESSORIES

Lindberg expands 'Visionary by Design' initiative

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Individuality is at the core of the campaign. Image credit: Lindberg

By ZACH JAMES

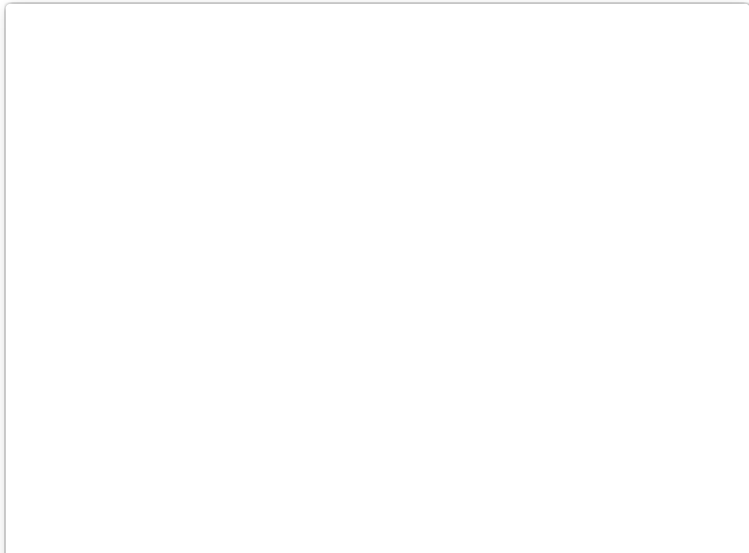
Kering-owned Danish luxury eyewear brand Lindberg is showcasing the personalities behind its products for its latest marketing push.

Titled "Visionary by Design," the campaign, looks to explore individualism by spotlighting the customizable features of its frames. Launched this summer, the advertising features Chinese actor and singer Jackson Yee, the label's first-ever global brand ambassador, alongside a selection of popular models.

Face of creativity

The initiative features interviews with each of its stars, all of which speak on their respective fashion senses and approaches to life and how their eyewear represents them.

Through the digital content series, shot in black-and-white, the viewer is able to get a better grasp of each model's choices for personal expression. Lindberg is known for its customizable pairs of glasses, with the brand touting more than 1 billion possible configurations for its products, as consumers can augment everything from the color of the eyewear to the pieces' nose pads.



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In one of the videos, Mr. Yee, who is also an ambassador for Swiss watchmaker Jaeger-LeCoultre ([see story](#)), states that he uses his glasses to break traditional fashion norms, a pursuit that he thinks takes true courage.

"To me, eyewear is a very distinctive and systematic expression of style," said Mr. Yee, in a statement.

"While the design reflects the brand's style, it is also important to personalize the details," he said. "Choosing your favorite eyewear is a way of echoing and adding to your personal attributes."

In another short, Angolan model Blesnya Minher speaks on the connection of importance of functionality, connecting active lifestyle designs to everyday beauty.

British model Hugh Laughton-Scott, an advertising fixture among luxury labels ([see story](#)), aims to showcase his creative intuition through his personalized frames, as he views the customization program as a way to get a true picture of one's self.

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The "Visionary by Design" campaign was recently expanded, with Kazakhstani model Zak joining the initiative to platform Lindberg's Precious line, adorned in 18-karat gold or platinum, as well as diamonds. Her portion stands alone from previous entries in the campaign, as it is shot in color and does not feature an interview with the up-and-coming industry talent; instead,

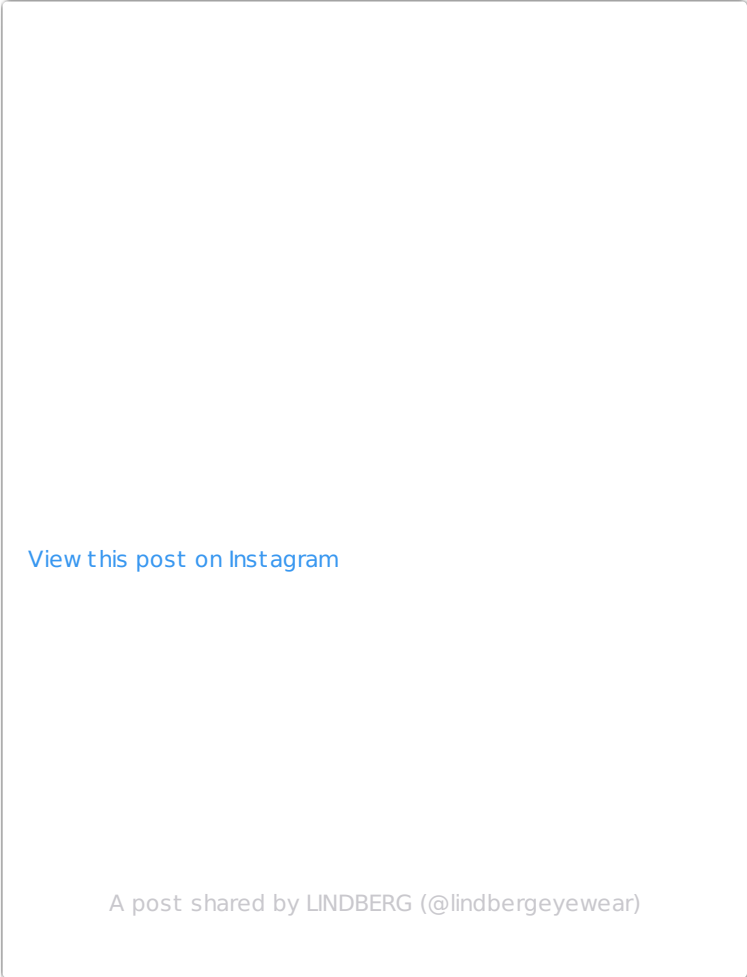
the update uplifts the maison’s artisanry and hand-crafted detailing.

Furthering this aim, the company sat down with Vera Arrivabene, the cofounder of Italian shoemaker Vibi Venezia, this week to speak on how Lindberg intersects craft and femininity through the Precious collection.

True spectacle

While Lindberg leans on personal anecdotes from industry names and popular thespians, other luxury labels are taking vastly different approaches to platforming their respective eyewear divisions this year.

In March, Italian fashion label Gucci rolled out its spring/summer advertising campaign, presenting its selection of frames within urban cityscapes with the help of three famous faces (see story).



Jumping forward to June, Italian fashion house Brunello Cucinelli showcased its first-ever eyewear collection in a film shot from a first-person perspective (see story).

Later that month, Swiss watchmaker Tag Heuer launched its “Avant-Garde” product line, which, despite its off-kilter look, is designed to survive extreme conditions, displayed on a multinational group of athletes (see story).