

EYE SPY

28pt

30px

Linda Farrow's latest collaborations

70px

13pt



25%



Linda Farrow



33%

LINDA FARROW X YAZBUKEY Cat Eye Linear Yazette Sunglasses

84px

SHOP NOW ►

Bringing together a visionary approach to design with impeccable craftsmanship and quality, **Linda Farrow's** diverse, industry-leading collaborations leave the rest in the shade. Managing Director Simon Jablon talks to us about this summer's partnerships with **3.1 Phillip Lim**, **Erdem** and **Yazbukey**.



25%

Linda Farrow's son and Managing Director Simon Jablon

13px

21px Lineheight

Arial



20px

27px Lineheight

Arial



LINDA FARROW

x

3.1. PHILLIP LIM

50px

Phillip Lim's knack for elevating staple styles with directional details, translates effortlessly from ready-to-wear to eyewear (that iridescent pearl and matte wood panelling is an ingenious flourish).

50px



LINDA FARROW X 3.1 PHILLIP LIM
Cream Pearl Rimless Sunglasses

SHOP NOW ►



LINDA FARROW X 3.1 PHILLIP LIM Pearl & Wood Cat Eye Sunglasses

SHOP NOW ►

185px

Q. Is it important for styles to represent both the designer and Linda Farrow's creative philosophies?

32px

A. Linda Farrow has its own design and material DNA. When it comes to the collaboration, it is purely a product that represents the designer and their world. The only thing that stays consistent through the various collaborations is the attention to detail and quality of the production.

19px

29px Lineheight

Arial Bold



13px

21px Lineheight

Arial



190px

Q. How do collaborations come about?

A. They normally come about via friends or contacts within the industry. First and foremost, we have to love the brand [to work with them]. Secondly, there has to be a point and a conceptual purpose to the collection – we don't do anything just for the sake of it. And last but not least, we need to have a good relationship with the designer and their team. Life is too short to not enjoy what you do.

85px



LINDA FARROW X ERDEM Floral Acetate Sunglasses

SHOP NOW ►

95px

LINDA FARROW

x

ERDEM

40px

Modern, subtly subversive femininity is at the core of **Erdem's** collections. This season's sunglasses outing stars glamorous cat-eye shapes updated with cut-out details and, of course, bold florals.

190px

LINDA FARROW

x

50px

Cartoonish eyes and open Dali-esque lips are transformed into a delightful offering from Yazbukey, all infused with the brand's distinctive blend of tongue-in-cheek kitsch.

65px



LINDA FARROW X YAZBUKEY
Bubble Gum C'est Ahh Sunglasses

SHOP NOW ►



LINDA FARROW X YAZBUKEY
Cat Eye Linear Yazette Sunglasses, Pink Eyeliner Sunglasses
and Blue Eye Spy Sunglasses

SHOP NOW ►

180px

Q. There are all cat-eye frames in all three collaborations: what's so great about that specific shape?

A. It is a shape that for a large amount of people is very complimentary. It has become a bit of a trend and adding the two together means you will get more people jumping on that and following our lead.