

FAKOSHIMA
SUNGLASSES & EYEWEAR

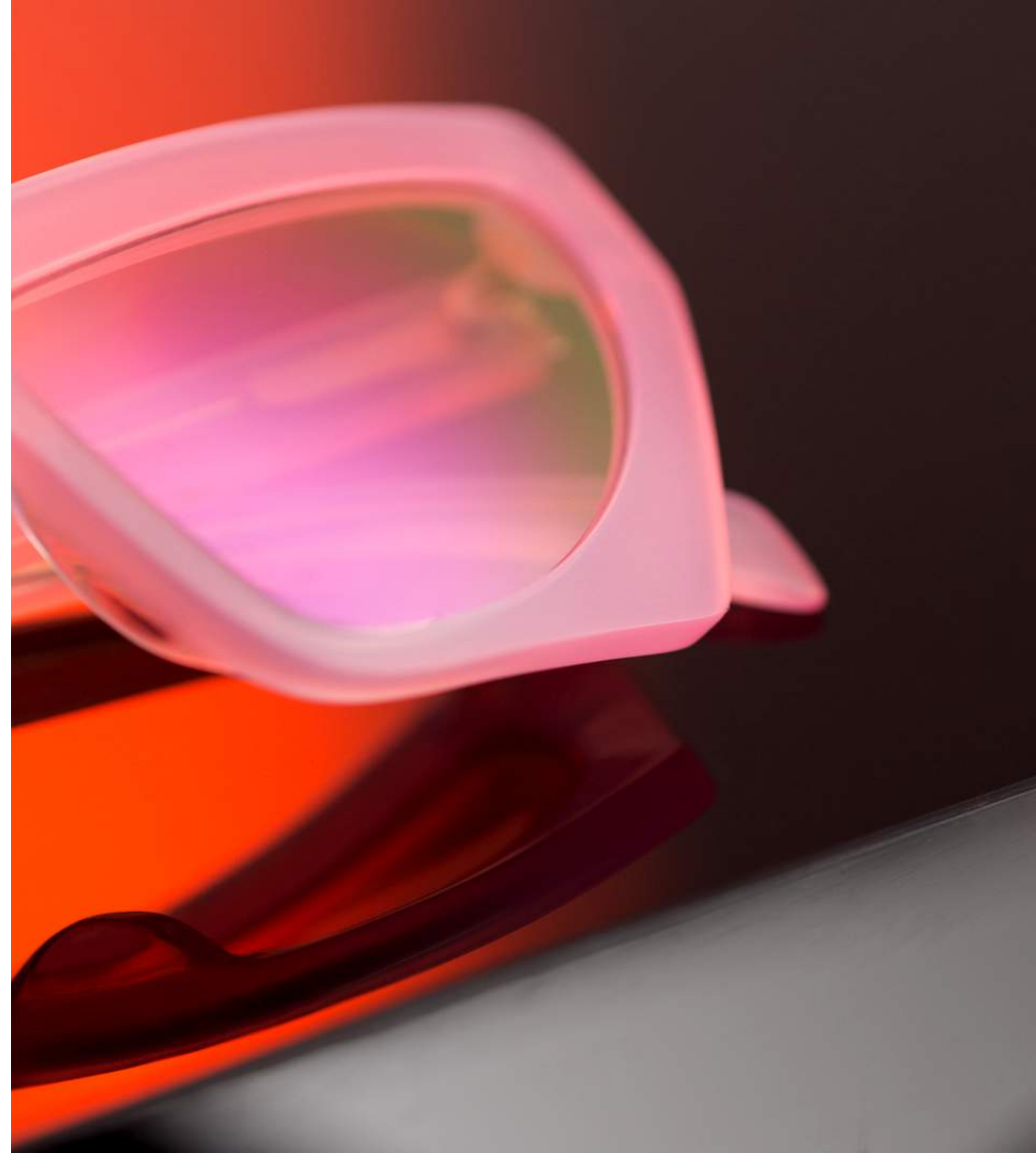


ABOUT THE BRAND

The brand was founded in 2012 in Moscow, Russia. It's founder and creative director, Konstantin Shilyaev. The multicultural code of FAKOSHIMA is understandable all over the world, it catches everyone – from fashionable pop stars to underground icons. With its recognisable style and quality, it doesn't conform to the standardized idea of luxury. All the way from Anna Dello Russo styling the FAKOSHIMA debut collection in her editorials, to a large list of buyers that including FAKOSHIMA in their brand portfolios – it's about constant growth. Among those retail giants such as Net-A-Porter, as well as concept-stores around the world, from Los Angeles and Dubai to Florence and Tbilisi. And the fan club of the brand is constantly growing, headlined by the experienced admirers of avant-garde fashion such as Róisín Murphy and Tilda Swinton.

With FAKOSHIMA eyewear you can literally look into the future – the style of the brand overstepped the replicated retrofuturism to present a clear and spectacular design of the future. Flashbacks, visual citations and echoes of the past on the sidelines – it's a journey with a forward direction. FAKOSHIMA glasses are about contemporary materials, new forms and innovative technologies.

The design of FAKOSHIMA eyewear is not just relevant - it is one step ahead of the present. The style inspired by the aesthetics of cyber punk, computer games and Japanese animation has become a recognizable code by which you can identify your circle. Simultaneously breaking templates with its cutting edge designs, for fans of the FAKOSHIMA glasses – it is both a statement and a reliable shelter.





FAKOSHIMA X OUTLAW MOSCOW

The joint project of futuristic eyewear FAKOSHIMA and OUTLAW MOSCOW one of the most progressive Russian brands. The founder of Fakoshima Konstantin Shilyaev and the designer duet of Dilyara Minrakhmanova and Maxim Bashkayev of Outlaw Moscow are among those Russian designers who succeeded brought the local fashion industry onto the global radar.

The avant-garde style inherent of both brands, defined the shape of the glasses: the hypertrophied cat-eye silhouette got an even more predatory curves and a varied color palette. The collection includes two models: lightweight technological rimless shield sunglasses with clear geometric lines that resemble aircraft wings or glasses of an anime character and a more restrained acetate frame. Both models are presented in several colors: in addition to classic black and tortoise, the collection includes transparent and rose-colored mirrored glasses and provocative red in the line of acetate frames.

Despite the bright range, the design of the collection is treated as unisex – the forms are absolutely universal.

OUTLAW The winner of SHOWstudio's first ever Fashion Film Award
http://showstudio.com/project/fashion_film_award/maxim_bashkaevit_outlaw





MODEL: FXOM 01-01-BLACK

Temples color: Solid black

Lens color: Dark grey

Metal furniture color: Gold



MODEL: FXOM 01-02-GOLD

Temples color: Tortoise (Havana)

Lens color: Gold mirrored

Metal furniture color: Gold



MODEL: FXOM 01-03-PINK

Temples color: Pearl pink

Lens color: Pastel pink mirrored

Metal furniture color: Gold



MODEL: FXOM 01-04-T/PINK

Temples color: Rose pink crystal

Lens color: Transparent rose pink

Metal furniture color: Gold



FAKOSHIMA X **OUTLAW MOSCOW**



MODEL: FXOM 02-01-BLACK

Frame color: Solid black

Temples color: Solid black

Lens color: Dark grey

Metal furniture color: Gold



MODEL: FXOM 02-02-HAVANA

Frame color: Tortoise (Havana)

Temples color: Tortoise (Havana)

Lens color: Gradient brown

Metal furniture color: Gold



MODEL: FXOM 02-03-BLUE
Frame color: Milky blue
Temples color: Transparent lilac
Lens color: Blue-violet gradient
Metal furniture color: Gold



MODEL: FXOM 02-04-PINK
Frame color: Rose pink transparent
Temples color: Rose pink transparent
Lens color: Rose pink transparent
Metal furniture color: Gold



DEDICATED FOR THE ALL LOVERS OF RED
LIMITED EDITION



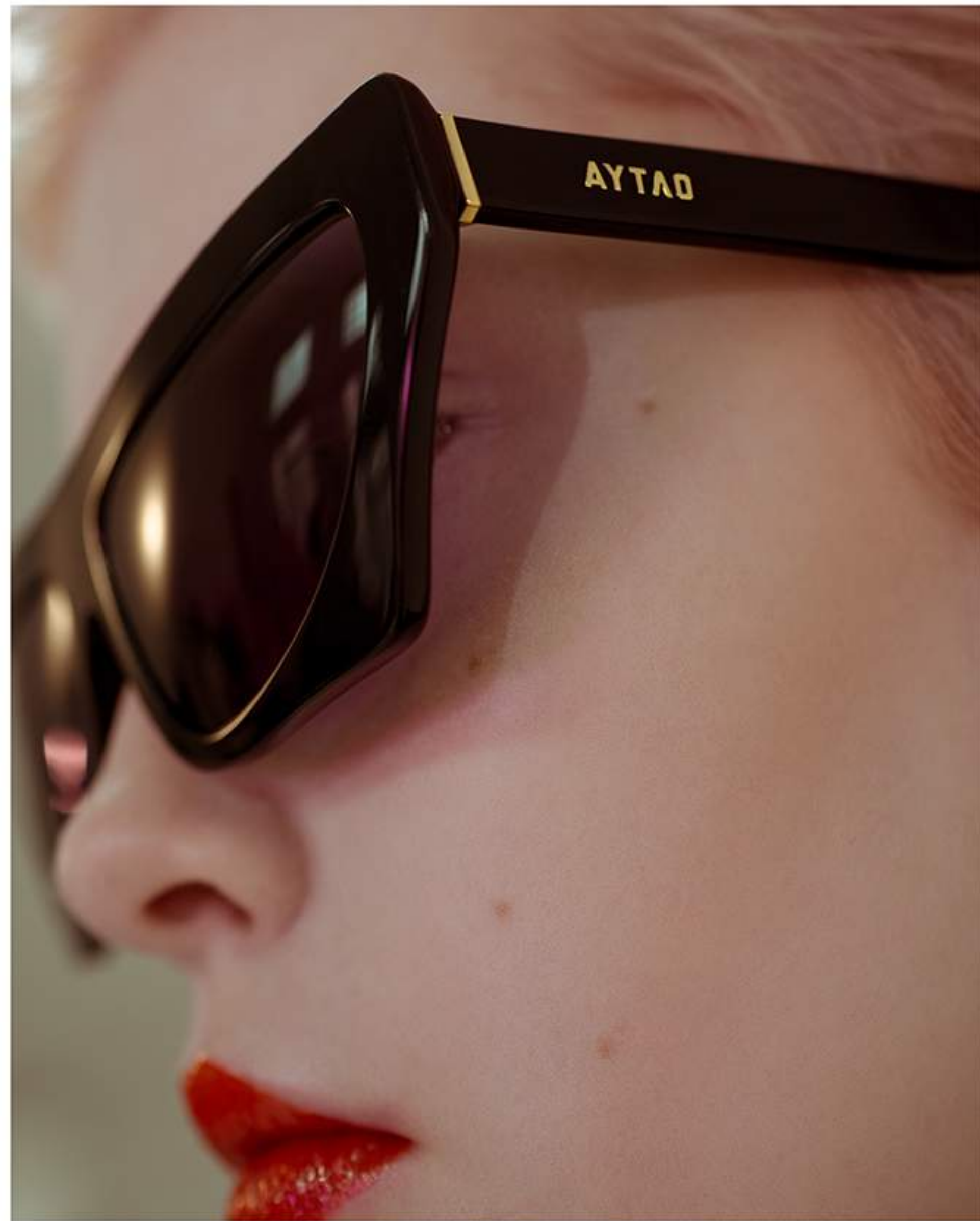
MODEL: FXOM 02-05-RED

Frame color: Ruby red

Temples color: Ruby red

Lens color: Violet-red gradient

Metal furniture color: Gold

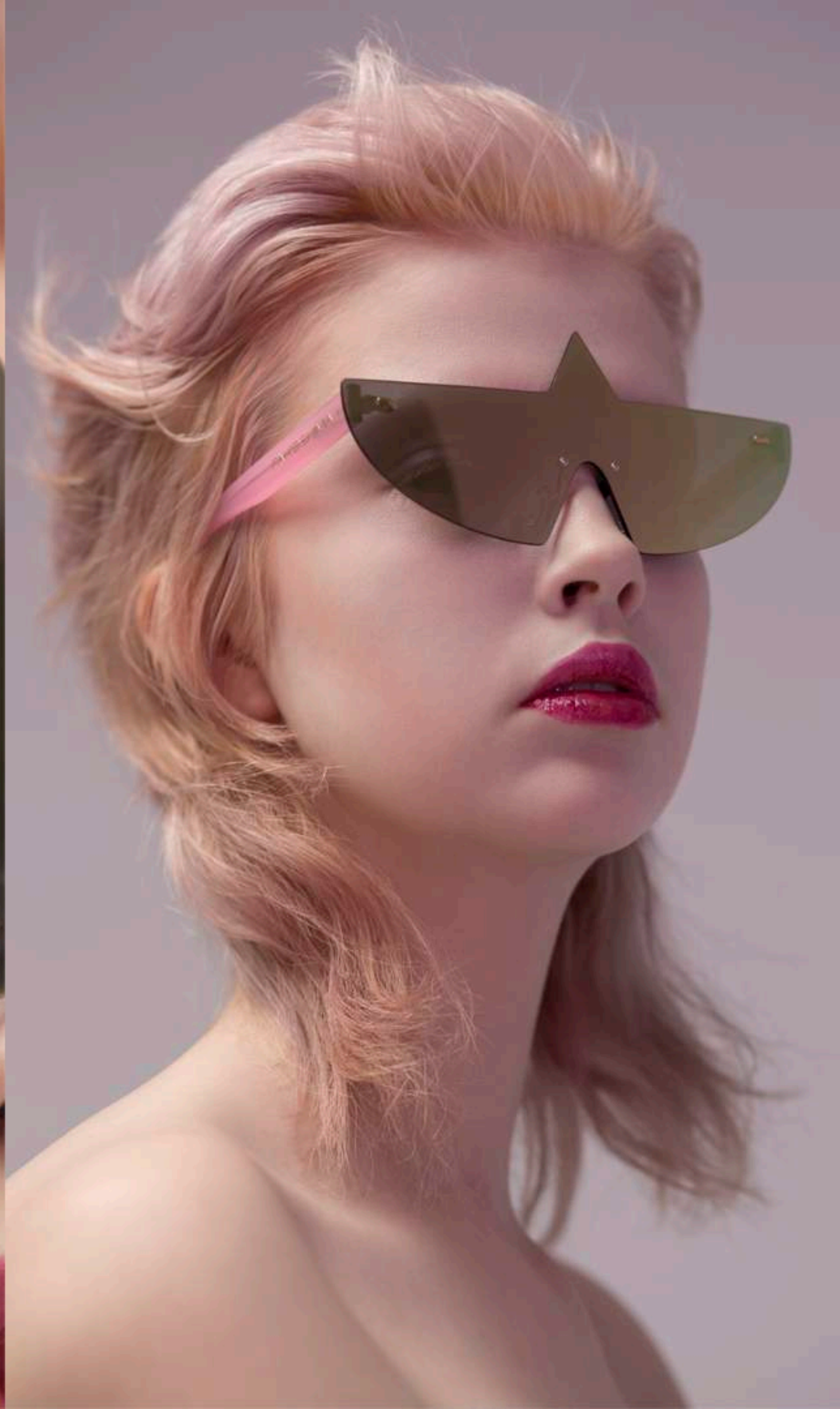


FAKOSHIMA X **OUTLAW MOSCOW**

EDITORIALS & PRESS



«BARDO DIVER» COLLECTION PREVIEW



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