



JINS Opens First East Coast pop-up at MoMA Design Store, Soho

The pop-up unveils JINS' fourth Design Project eyewear collection with designer Alberto Meda



Rendering of JINS pop-up

SAN FRANCISCO, May 23

[JINS Eyewear](#) and [MoMA Design Store](#) have partnered to open the very first JINS East Coast location, a pop-up at MoMA Design Store, Soho in New York from Thursday, May 23 through Sunday, August 4, 2019. Located in Soho's shopping mecca on 81 Spring Street, NY, the JINS pop-up at MoMA Design Store will offer frames designed by renowned industrial designers and architects from around the world.

The selection of JINS frames sold at MoMA Design Store will be collections from the [Design Project](#) that encompasses collaborations with world-renowned designers from diverse industries to create eyewear that showcases each designer's core inspirations and unique ideas. JINS has collaborated with notable designers including [Jasper Morrison](#), [Konstantin Grcic](#), [Michele De Lucchi](#) since 2018 to create each unique collection. At MoMA Design Store, JINS will be launching the fourth installment of the JINS Design Project with Italian industrial designer Alberto Meda, a designer in MoMA's collection. On launch day, May 23, Alberto Meda himself will be at the store to meet with customers in the afternoon from 2:00 - 4:00 pm.

JINS store at MoMA Design Store, Soho

The pop-up at MoMA Design Store is JINS' first East Coast location, and JINS will deliver onsite prescription glasses in less than 30 minutes to customers in New York. Adding an interactive aspect to the pop-up, the opening also marks the U.S. debut of the "Brain Mirror," an AI interface app mirror that helps customers evaluate which frames are best suited to their face. Customers can select and wear any frame of their choice and stand in front of the Brain Mirror, which will show a score from 1 - 100. The Brain Mirror, already available at JINS stores in Tokyo, has already received much media attention in Japan. JINS and the MoMA Design Store collaborated with [One Grand Books](#), a bookstore which celebrates writers, artists, and other creative minds who share ten books of their choice. The industrial designers from the JINS Design Project, including De Lucchi and Meda, have hand-picked ten books — as well as cultural innovators including Tilda Swinton, Kehinde Wiley, Questlove, Alice Waters, Richard Serra, Glenn Ligon, Greta Gerwig, Miranda July, Laurie Anderson, Roxane Gay, Isabelle Huppert and Paola Antonelli all showcased and sold at MoMA Design Store, Soho.

Emmanuel Plat, Director of Merchandising, for MoMA Design Store says, "A Pop-Up with JINS Design Project was a natural fit for MoMA Design Store. Three of the Design Project designers are in MoMA's collection, and JINS' dedication to good design at democratic price points is in line with what MoMA Design Store champions." He continued by saying, "we are excited to be working with JINS to launch their first east coast presence and introduce the new Alberto Meda collection."

Mario Arai, President of JINS Eyewear US, "We are extremely fortunate to work together with MoMA Design Store, Soho to launch our first JINS store location in the east coast. We're looking forward to bringing the best shopping experience to New York customers."

Collaboration with Designer Alberto Meda



JINS has collaborated with Alberto Meda, world acclaimed Italian industrial designer, for the fourth installment of the JINS Design Project. After studying engineering, Meda pioneered the possibilities of product design through innovative designs based on an experimental approach. His work has consistently been based on the concept that "the beauty of a product lies in various relationships, together with its function."

JINS

For his collaboration with JINS, Meda focused on the idea of the eyeglasses first, and not the shape. He concentrated on the hinges from the beginning, and searched for a new “relationship” between the working parts that form eyeglasses, between the frame and temples. With this driving concept, he focused on designing eyeglasses with an “almost organic” image. He did this by using aluminium and titanium materials to create a simple, comfortable and light-weight frame. He wanted the natural flow of the glasses to retain it’s relationship between the front and temple areas, to make the frame’s outer shell material look as continuous as possible. Since eyeglasses are worn on the face, being “light-weight” was important with regard to two aspects. While they should be physically lightweight, it is important that the eyeglasses look the part as well - light and discreet.



“Almost Organic” Design as Seen in 4 Styles



Meda’s “Almost Organic” collection comes in four styles and four colors -- *Meda UNO*, *Meda DUE*, *Meda TRE* and *Meda QUATTRO*. *Meda UNO* and *Meda DUE* use a metallic material, with a softer medium for the parts that come into contact with the skin. Aluminum is used for the front piece and TR-90 for the temples. Although different materials have been combined, the finished product looks as if it is made from one single material.

Meda TRE and *Meda QUATTRO* use β -titanium, and this material makes these glasses very light-weight and versatile while maintaining its shape. It uses light-reflecting properties of β -titanium, where the colors change depending on the direction of light. The black frame color scheme complements with the colored details such as the red hinges. A combination of β -titanium and engineering plastic was used for the temple, providing elasticity to enable a smooth open-and-close motion.

Product Information

JINS x Alberto Meda Product Details

Collection Name: "Almost Organic"

Fit: Adjustable

Line-up: 4 shapes, 4 colors, 16 product numbers

Price: \$200

Meda UNO



Dark Navy



Bordeaux



Gunmetal



Matte Black

Meda DUE



Dark Green



Dark Navy



Gray



Matte Black

Meda TRE



Blue



Copper



Silver



Matte Black

Meda QUATTRO



Light Blue



Bronze



Silver



Matte Black

Meda UNO

Colors: Dark Navy, Bordeaux, Gunmetal, Matte Black

Meda DUE

Colors: Dark Green, Dark Navy, Gray, Matte Black

Meda TRE

Colors: Blue, Copper, Silver, Matte Black

Meda QUATTRO

Colors: Light Blue, Bronze, Silver, Matte Black



Biography of Alberto Meda

Alberto Meda is Italy's leading industrial designer. He was born in Tremezzina, Italy, in 1945 and studied Mechanical Engineering at Politecnico di Milan. From 1973, he worked as a technical manager at the interior products brand, Kartell. Then, in 1979, he became a freelance designer, and worked with various prominent companies, including Alfa Romeo Auto, Alias, Alessi, Luceplan, Olivetti and Vitra. The "Meda Chair," introduced by Vitra in 1996 and numerous other designs by Meda, have won the ADI Compasso d'Oro, a historic and prestigious Italian design award. From 1983 to 1987, Meda was a lecturer at the Domus Academy in Milan, where he taught industrial technology while also giving lectures and hosting workshops around the world. Since 2016, he has been a member of the Scientific Committee of the Fondazione Politecnico di Milano.

About JINS

JINS is a Japanese eyewear brand founded in 2001. The brand has 546* retail store locations globally in Japan, China, Taiwan, Philippines, and Hong Kong, including 5 U.S. stores, in San Francisco Bay Area: Union Square, San Jose, and in Los Angeles: Sherman Oaks, Arcadia, and Torrance. At JINS, customers can receive their prescription glasses in less than 30 minutes and select from over 1,200 styles all designed in Tokyo. Prices of frames start at \$60, which include single-vision high index lenses and standard UV and anti-glare coatings. JINS also has a program called [Cases for Causes](#) where it collaborates with NPOs and designs cases inspired by their mission. 100% of all sales from the cases go directly to the nonprofits.

*546 retail stores in Japan, China, Taiwan, Philippines, HK and the U.S. as of March 2019.

Find JINS on [Facebook](#), [Instagram](#) and [Twitter](#).

For additional information, visit:

<https://www.jins.com/us/>

<https://www.jins.com/us/design-project>

About MoMA Design Store

MoMA Design Store offers curator-approved products that bring quality, creativity, and design innovation to everyday living. Every purchase supports groundbreaking exhibitions at The Museum of Modern Art (MoMA), a wide range of education programs, and the preservation of the Museum's collection. In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture & Design, and by mid-century, it was playing a leading role in defining and promoting the values of "Good Design", which MoMA Design Store continues to champion. Shop online at store.moma.org, or at our locations in SoHo, on 53rd Street, and within the Museum.

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