

## “JINS Design Project”

For the 5<sup>th</sup> Installment, JINS chose the world famous Design Team based in Paris!

### 「JINS × Ronan&Erwan Bouroullec」



Photo by Studio Bouroullec

JINS Inc. (Tokyo Head Office: Chiyoda-ku Tokyo, Founder and CEO: Hitoshi Tanaka, here on forth referred to as JINS), for its 5<sup>th</sup> installment of the “JINS Design Project” , will launch “JINS × Ronan&Erwan Bouroullec” , a collection of eyeglasses created in collaboration with the French designers, Ronan & Erwan Bouroullec. The line-up will be available in JINS stores throughout Japan and on the JINS Online Shop ([www.jins.com](http://www.jins.com)) from Thursday, Dec. 5, 2019.

**JINS Design Project has been successful in offering eyeglasses designed by top designers at affordable prices.**

Since 2017, under the concept of “Designing eyeglasses from their very essence” , JINS has been engaged in the “JINS Design Project” in collaboration with world-leading designers, such as Jasper Morrison and Konstantin Grcic, and has been favorably received by offering eyeglasses of exceptional designs at affordable prices.

For the 5<sup>th</sup> installment, JINS collaborated with Ronan & Erwan Bouroullec, who are known for their wide range of works, from product design to designing public space and urban projects. They have contributed their designs to Vitra, Cassina and many other renowned companies, and many of their works are among the collections of major art museums, including the Pompidou Center in Paris, Museum of Modern Art in New York. They are leading designers of contemporary France.

**The concept of the 5<sup>th</sup> installment is “SUGATA” .**

**Eyeglasses that blends into the wearer’ s face, offering an airy lightness and transparency that complement the posture.**

It was the first time for them to design eyewear, and based on the ideas that “the beauty of a person derives from his/her posture and bearing” and that “eyewear blends into the wearer’ s facial expression creating his/her ‘posture’ ” , they created eyeglasses that are slim and light as air and with a transparent quality.

“TR-90” , a lightweight resin material has been used to materialize the slimness and lightness. To develop a design that would blend in with the human facial structure and expression, an intrinsic part of eyeglasses was re-examined. By adopting an innovative approach of doing away with the “yoroi (the piece between the front and hinge)” , an original and minimal form has been achieved. The line-up is composed of 4 types, a total of 16 varieties, in which the best match of color and form for an individual can be easily found.

### Product Details

【Product Name】 JINS × Ronan & Erwan Bouroullec

【Line-up】 4 types, 16 varieties

【Launch Date】 Thursday, Dec. 5, 2019

【Price】 ¥5,000 (+tax) \*Includes price of prescription lenses.

【Stores】 Available at JINS stores throughout Japan, JINS Online Shop

【Special Website】 <https://designproject.jins.com/jp/en/>

\*The 5th installment to appear from Thursday, Dec. 5.

### Line-Up



## Profile of Designer



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Ronan and Erwan Bouroullec, French designers born in Quimper (Brittany) in 1971 and 1976 respectively, have been working together since 1999. From industrial design to craft work, from large production runs to research, from the object to public space, their creations span multiple fields of expression and have gradually entered our daily lives. Their career has been marked by collaborations from major international companies to artisans of ancestral skills from Europe to Japan. Multiple researches have also led them to work with the world's most renowned museums. Some urban designs have been produced in numerous countries. Several exhibitions have been devoted to them. Their work has entered some of the world's biggest collections. Numerous monographs have been published, in particular *Work* by Phaidon Press, 2012. They have received numerous awards.

## Designers that have collaborated in the JINS Design Project and the Product Line-Up so far.

1st



Jasper Morrison

Launch date: Oct. 2017

Eyeglasses: 4 Types,  
16 Varieties

JINS SCREEN: 8 Types,  
36 Varieties

¥3,000~5,000 (+tax)

2nd



Konstantin Grcic

Launch date: June, 2018

Eyeglasses: 8 Types,  
32 Varieties

¥5,000~12,000 (+tax)

3rd



Michele De Lucchi

Launch date: Nov. 2018

Eyeglasses: 4 Types,  
16 Varieties

¥12,000 (+tax)

4th



Alberto Meda

Launch date: May, 2019

Eyeglasses: 4 Types,  
16 Varieties

¥18,000 (+tax)

For further information regarding this press release, please contact:

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