

# STARCK

BIOTECH  
PARIS

## **SPRING/SUMMER 2021 COLLECTION: TITANIUM – SOLVING THE PARADOX BETWEEN ULTIMATE STRENGTH AND EXTREME LIGHTNESS**

*“In the longterm design will join one of the most fundamental lines of our evolution, which is dematerialization”  
Philippe Starck.*

Heralding the phenomena of convergence and dematerialization, Philippe Starck since ever aims to highlight the essential, extracting the structural minimum of every object, in order to offer creations that bring Human as close as possible to Nature. Since 1996 Philippe Starck has been designing the revolutionary ergonomic “bionic” glasses with a unique patented technology inspired by the bio-mechanic articulations of the human body.

At the heart of its philosophy there is the Bionism: the intersection of technology and humanity, technology and nature, as the concept of taking inspiration from the organic to create technologies better suited for the human being, because *“the closer you get to the human body, the less you can lie, the less matter we can use. We can only go to the minimum to reach the elegance of intelligence.”* Ph.S

For this Spring/Summer 2021 collection, the brand’s aim is to elevate its two already successful patented articulations, the BIOLINK and the SPHERE. The goal is to transmit the thinnest and lightest expression of a high-tech material: Titanium. A central and unifying theme between the two technologies that wants, not only to raise the product’s quality, but also to be a vehicle of the pivotal Starck’s message where the most is given by the least.

### **BIOLINK COLLECTION**

BIOLINK, Starck’s historical patented biomechanical articulation, is inspired by the human micro-clavicle. Just like the shoulder, it shares the same 360° multidirectional freedom of movement, ensuring maximum comfort and flexibility.

For the Spring/Summer 2021 collection, the new models showcase the continuous research for the most innovative materials. The titanium of the new BIOLINK models featuring elegant, milled rims and handmade acetate temples, is made in Japan; an additional guarantee of unparalleled minimalist elegance and highest quality.

### **SPHERE COLLECTION**

Launched last November 2019, SPHERE is a new revolutionary and exclusive articulation, composed of 0,07g steel ball connecting ultrathin titanium temples and injected front in exclusive High-Tech polymer Gravity Evo®. Thanks to its minimalistic conception, without screws nor soldering, the Sphere technology allows an organic freedom of movement and a unique lightness – each frame only weights less than 15 grams.

For this new collection, the innovation lies in the articulation placed on the temples, thus being able to open up new perspectives in terms of lightness allowing the use of an ultrathin titanium structure.

<p><b>BIOLINK</b> collection</p>	<p><i>SH2055T</i></p> 	<p>The Made in Japan SH2055T is a quintessential Starck rectangle style presenting milled rims in titanium, handmade acetate temples and the gyroscopic nose pads system. It also features the exclusive Biolink® hinge technology.</p>
<p><b>BIOLINK</b> collection</p>	<p><i>SH3065</i></p> 	<p>The SH3065 is an easy-to-wear handmade acetate model. The unique geometry of the nose pads allows a universal fitting for all type of faces. It also features the exclusive Biolink® hinge technology</p>
<p><b>BIOLINK</b> collection</p>	<p><i>SH3074</i></p> 	<p>The SH3074 is a classical panthos model with a vintage keyhole bridge. The injected front in high-tech Gravity Evo® is paired with handmade acetate temples. 360° flexibility thanks to the Biolink® hinge technology.</p>
<p><b>BIOLINK</b> collection</p>	<p><i>SH1043X</i></p> 	<p>Exclusive new size 58 on all-time best seller SH1043X The models is a full rim rectangular shape with a single bridge. It also features the exclusive Biolink® hinge technology allowing a 360° movement and flexibility.</p>
<p><b>BIOLINK</b> collection</p>	<p><i>SH3030</i></p> 	<p>The SH3030 is Starck rectangle style in high tech Gravity Evo® displaying new black top on translucent colors. The model also presents the patented Biolink® hinge for maximum comfort and flexibility.</p>
<p><b>SPHERE</b> collection</p>	<p><i>SH2053T</i></p> 	<p>The SH2053T presents a made in Italy titanium front paired with injected temples that show a new SPHERE hinge version. The ultrathin titanium structure allows a unique lightness achieving the weight of 14 grams and features the gyroscopic nose pads for a multidirectional movement of the pad.</p>
<p><b>SPHERE</b> collection</p>	<p><i>SH3072</i></p> 	<p>The SH3072 is a vintage inspired style, showcasing an ultra-thin titanium structure paired with injected brows. It features our new exclusive articulation Sphere with no screw nor soldering. The ultrathin twisted titanium temples provide both flexibility and perfect fit. In addition, it also presents the gyroscopic nose pads system.</p>