



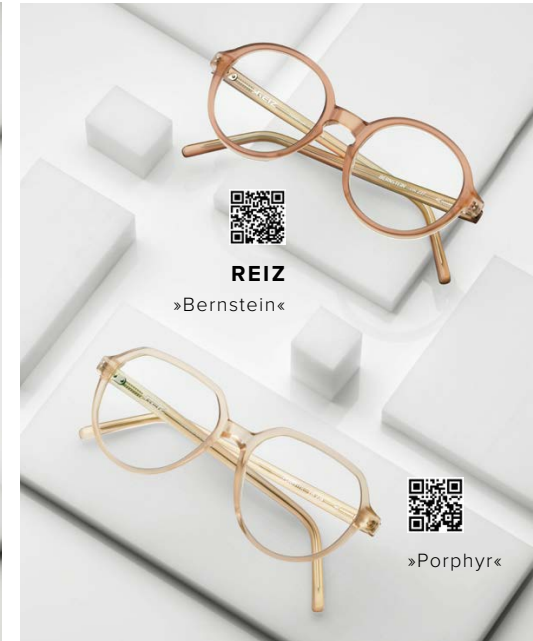
# KEEP IT REAL

## REIZ – CONTINUITY IS TIMELESS

REIZ is leaning on tried-and-true designs to launch their newest products. In doing so, their selection reflects the philosophy of the Swabian premium brand, which is particularly important to founder Franz Reutter.



*Continuity also  
in material  
quality – top  
acetate now also  
available as an  
eco-version.*



photos **RAPHAEL SCHMITZ**

### Hi Franz, you're very proud of your company structure. What's special about it?

Our company structure is based on a very informal atmosphere, where the different personalities and needs of each employee are addressed. Working together on equal terms makes it easier to get along, especially in more difficult situations. We all look out for each other and what we're doing – and most importantly we celebrate each other's successes.

### Your relationships with your customers work the same way. What's your mission with regard to that?

We favor informal, friendly interactions with our partners and suppliers. For us, that's especially important as a way to approach everyone according to their individual needs. A large optical shop in Hamburg or Paris often has different needs than a one-man shop out in the country. Our mission is to treat each customer as

an individual and to offer them a real sustainable relationship.

### So, you're not interested in growth at all costs?

That's right. We've never aspired to mass production. Our goal has always been to work exclusively with a select group of partners worldwide.

### The continuity that you practice in your business relationships is also reflected in your collections. What do you consider especially important about that?

Continuity is the basis for progress. At the same time, it's just as important not to sacrifice flexibility and creativity while maintaining that solid structure.

### How long do you keep different models in your collections?

That can vary. We have certain classic models that make up the core of each collection and that really define them for our customers. At the same time, other models or colors are deliberately

limited.

### Your frames are mainly aiming for timeless designs. Is REIZ an unfashionable brand?

On the contrary. Timeless designs are those that are always on trend.

### That's also true for REIZ when it comes to your choice of materials. You're focused on acetates – why is that?

Acetate is a very versatile material and definitely our favorite to work with. It just offers so many creative options – its single or multilayer processes allow us to make unusual visual effects and color combinations. Lately we've also been working with an eco variant that allows us to emphasize that environmental aspect. Of course, there's also no competing with the level of comfort you get when wearing acetate compared to other materials.

### There's always a lot of hype about the sensation, the haptics, of

### wearing REIZ acetate. How do you pull that off?

That is the result of years of learning – a combination of experimentation, experience and endless adjustments and testing.

### Right now, you've sent us four models. Which frames did you choose?

This is a selection from our new 2022 models that's meant to reflect REIZ perfectly. Distinctive, discreet, unmistakable.

### Are there any special technical features?

No. At REIZ we're less concerned with technical features, but rather focused on refining our designs and then realizing those to their fullest extent.

Thank you. ▽

[www.reiz.net](http://www.reiz.net)













**OBLIGATORY CREDIT:**

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