



Spectr Magazine

International Eyewear Fashion Magazine

“Serenity”

LIVING



CONSISTENCY

For Now And Ever



Acetate at its best, courtesy of REIZ.

photos RAPHAEL SCHMITZ

Hailing from the idyllic town of Wernau in the South German countryside, REIZ has been an integral part of the independent eyewear scene in Europe – and beyond – for 20 years. In the process, the masters of hand-polished acetate frames have garnered a global reputation among opticians and consumers. The secret? An uncompromising blend between consistency and avantgarde styles, as explained by co-founder Franz Reutter in our *Brand Update*.

Hello Franz, it's been a minute since our last interview in Paris at the Place des Vosges. Do you miss international events with all that's going on right now?

Yes, of course we miss those international events a lot. Especially that exclusive flair at the Place des Vosges as well as the direct interface with our customers and their feedback.

Your showroom always attracted a really international crowd. What is the appeal of REIZ from a global perspective?

We don't really make a distinction between national and international clients. They all have the same priority for us. But our partners especially value the quality standard we have worked to achieve over the past 20 years.

So quality has been a North Star for your brand?

Indeed. Manufacturing premium products is one of the fundamentals here at REIZ – and that's never going to change. It's very important to us that we constantly realign these benchmarks, but without losing touch with their roots.

When we spoke to an optician in one of our very first Retail Profiles, there

was a lot of exuberant praise for the quality of REIZ acetate glasses. What sets them apart?

That's always delightful to hear and a big motivator to continue on this path. Our quality commitment really starts with our choice of material. Every subsequent step in production, all the way to the hand-polished finish and final inspection, is closely monitored for all our frames before they leave the workshop.

Are you pretty much set on acetate?

I would not necessarily say 'set', but acetate is definitely our favorite material. It just opens up so many possibilities in terms of color variations and shapes. Especially our ECO material, which we've been implementing for several years now, is dear to our hearts. Sustainability has always been a cause that we've championed, so the ECO versions are a great fit for our company philosophy.

What are the special characteristics of ECO acetate?

As opposed to traditional acetate, the manufacturing of our ECO material requires a higher share of wood and cotton fibers while



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REIZ
»Kubus«
-
vest MANGO
trousers DUSTIN


REIZ
»Raute«
-
dress JACQUEMUS

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location **LISBON**