
DAIZO



DAIZO SEASON 3

Designed for those who see.

DAIZO is for those who value intention, restraint, and depth.
It is designed to last. Emotionally, physically, and aesthetically.
DAIZO is about how you see the world, and how you choose to be seen.

Rooted in Japanese master craftsmanship and artistry, every frame begins with a dedication to creating something truly considered. Custom-developed translucent acetates create unique depth and subtle variations of colour, while artisanal lenses are individually crafted by hand, with each tone carefully created, refined and adjusted by eye. Each pair of lenses is hand-dipped together and matched to its corresponding frame, allowing colour, light and material to exist in perfect harmony.





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Inspired by the dual heritage of our founder, Leo, DAIZO is shaped by German precision and Japanese artistry. DAIZO is built on a belief in fewer, better things, where technical precision meets artistic clarity.
Each frame is crafted with time and purpose. Nothing exists without intent.
Handcrafted in Japan, every DAIZO frame is handcrafted in Fukui Sabae, Japan, home to the world's most respected eyewear artisans. Each frame passes through more than 250 physical steps, combining centuries-old handcraft with modern precision.

The pinnacle of quiet luxury, considered in every detail.
From the vegetable tanned, tumbled Napa leather pouch, soft yet enduring, to the box itself, handcrafted in the Japanese mountains from kiri timber, a wood that forms its own micro climate to preserve what's sealed within.

From our custom-made hardware, engineered for precision and longevity, to every carefully considered detail, each element is developed with purpose. Produced in limited quantities of only 75 pieces per colour and design, every creation reflects a commitment to individuality and thoughtful craftsmanship.



Production is intentionally small, guided by an uncompromising pursuit of perfection. Limited to 75 pieces per colour way. The lenses are hand dipped, the acetate in batch made, so not only is there only 75 of each colour way, but each individual frame is truly one of a kind.

This is not industrial manufacturing. It is deliberate, human making.



This season is inspired by classic forms and making them DAIZO. We look to the forms, proportions and craftsmanship of the past, then reinterpret them through our own lens, using Japanese materials, hand-finishing, colour and construction. We have also introduced new styles and new interpretations of established forms, expanding and developing the DAIZO range while creating a more complete and balanced collection. Going further and deeper into our acetate development and lens making,

we are proud to introduce new custom colours and lens shades, in particular our new gradient lens line, developed to work together with our frames and create new depth and character within the collection. At the same time, developments such as ournew asymmetric wirecore and Type B Hinge begin to move the language forward. The aim is to continue to build and develop our own design vocabulary further. Creating distinctive shapes, proportions, materials and constructions that become DAIZO icons.

Collaborating extensively with our Japanese lens and acetate maker, this season's colour palette expands the DAIZO universe while remaining rooted in Japanese references and historical colours. Azurite takes inspiration from the rich blue of the Japanese ocean. Translucent Grey is inspired by the soft tones of the Japanese sky during the autumn months. Warm Brown draws from the deep, warm colours associated with traditional Japanese urushi lacquer. Alongside the acetate, we have developed specific lens colours to work with the new palette. Our lenses are hand-dipped by a single artisan, with colours created by eye rather than through a completely standardised process.





We have chosen to introduce more gradient lenses, matching some of the acetate and lens tones while also creating softer contrasts. The Moss Gradient and Umber Gradient, for example, create a subtle contrast between frame and lens while maintaining the understated character of DAIZO. Season 3 also introduces a new asymmetric wirecore. Within the existing DAIZO design language, the asymmetric construction introduces a new proportion and a new visual detail. We have also refined ourstandard 90° hinge, introducing the Type B Hinge, featuring a folding angle that allows the frame to fold flatter, creating a more compact profile when the eyewear is folded. The construction continues to use our signature 5- or 7-barrel hinge, together with our distinctive diamond-shaped hinge plate. These developmentsare an important step in the evolution of DAIZO's construction language. They open the door to what comes next, further wirecore developments, new hinge systems and new proportions that we will continue to explore in future collections.

PETE

Our best-selling fectangular form introduced in new colours ways. The defining feature remains the 180° hinge, which has become an important part of the DAIZO construction language. For this season, we have added our highly popular Dark Havana H2 and Translucent Green TGR1 alongside the Black and Classic Havana. The new version refines the proportions while retaining the character that made Pete the bestseller that it is.







KIMIHIKO SF

Sharp square form derived from our original Kimihiko shape, named after our founder's grandfather, this version develops the original form into a sharper and more defined proportion. We made the front shorter and introduced our new asymmetric wirecore, which gives the frame a stronger and more precise character. Despite the sharper form, Kimihiko SF is designed as an everyday frame, versatile, easy to wear and adaptable across different faces. We wanted to create a counterpoint to Pete and Ludo. Where those styles have a more relaxed and rounded character, Kimihiko SF brings a sharper, cleaner and more defined expression to the collection. It represents another step in developing the proportions and construction language of DAIZO.









JUN

Double-bridge acetate aviator Jun is a best selling frame from Season 1. It combines a classic, round aviator-inspired front with our signature 180° hinge construction, bringing a familiar form into the DAIZO language.

Between seasons, we introduced Translucent Brown TB1 and Black as part of the second batch. For this collection release, we are introducing Dark Havana H2 with a Moss Gradient lens, paired with 18K gold hardware. The combination of the rich Dark Havana acetate, hand-dipped Moss Gradient lens and 18K gold hardware creates a particularly rich and refined expression of the Jun and construction language of DAIZO.





CLAUS

This highly popular square / rectangular aviator frame is consistently within our top three bestsellers, and for this release we have developed Claus in six colours. As Claus is a larger frame, we wanted to create a new approach to colour, using lighter tones throughout the frame and pairing them with matching lenses. This creates a look that feels light and refined, while still rich and distinctive. For this release, we are introducing: Translucent Grey TG1 / Dark Havana H2 / Warm Brown WBR1 / Mist M1 alongside Black / Classic Havana







WERNER

Introducing the DAIZO iconic rectangular Clubmaster. Werner is the DAIZO interpretation of this enduring form. The bridge is a key detail: it features ribbed detailing on the front, combined with a knife-like bevel on the rear, giving the bridge a precise and sculptural character. This is paired with our ribbed titanium eyewire, creating a refined contrast between the acetate front and titanium construction. The result is a modern interpretation of an iconic classic. Distinctive, yet easy to wear and suitable for a wide range of occasions. Werner is completed with our narrow 180° hinge and temple system, a refined development of our signature construction that keeps the profile clean and precise.









LUDWIG

Introducing the DAIZO square Clubmaster. For this collection, we took the idea of the Clubmaster and developed it into two distinct shapes. While Werner follows the classic construction and proportions of a rectangular Clubmaster, Ludwig takes the idea from our best-selling Ludo and transforms it into a driver-inspired Clubmaster. The square lens gives Ludwig a more compact and distinctive appearance compared to the rectangular Werner. We also changed the construction by integrating the nose pad directly into the acetate front, together with an integrated nose bridge, creating a more solid construction while keeping theoverall frame light and refined. This is paired with our signature wide 180° hinge detail, creating a strong balance between refined construction and a more expressive shape. The result is a distinctive Clubmaster with its own character. To clearly separate the two interpretations, Werner and Ludwig are offered in different colour groups, giving each style its own identity while allowing them to work together as complementary expressions of the Clubmaster.





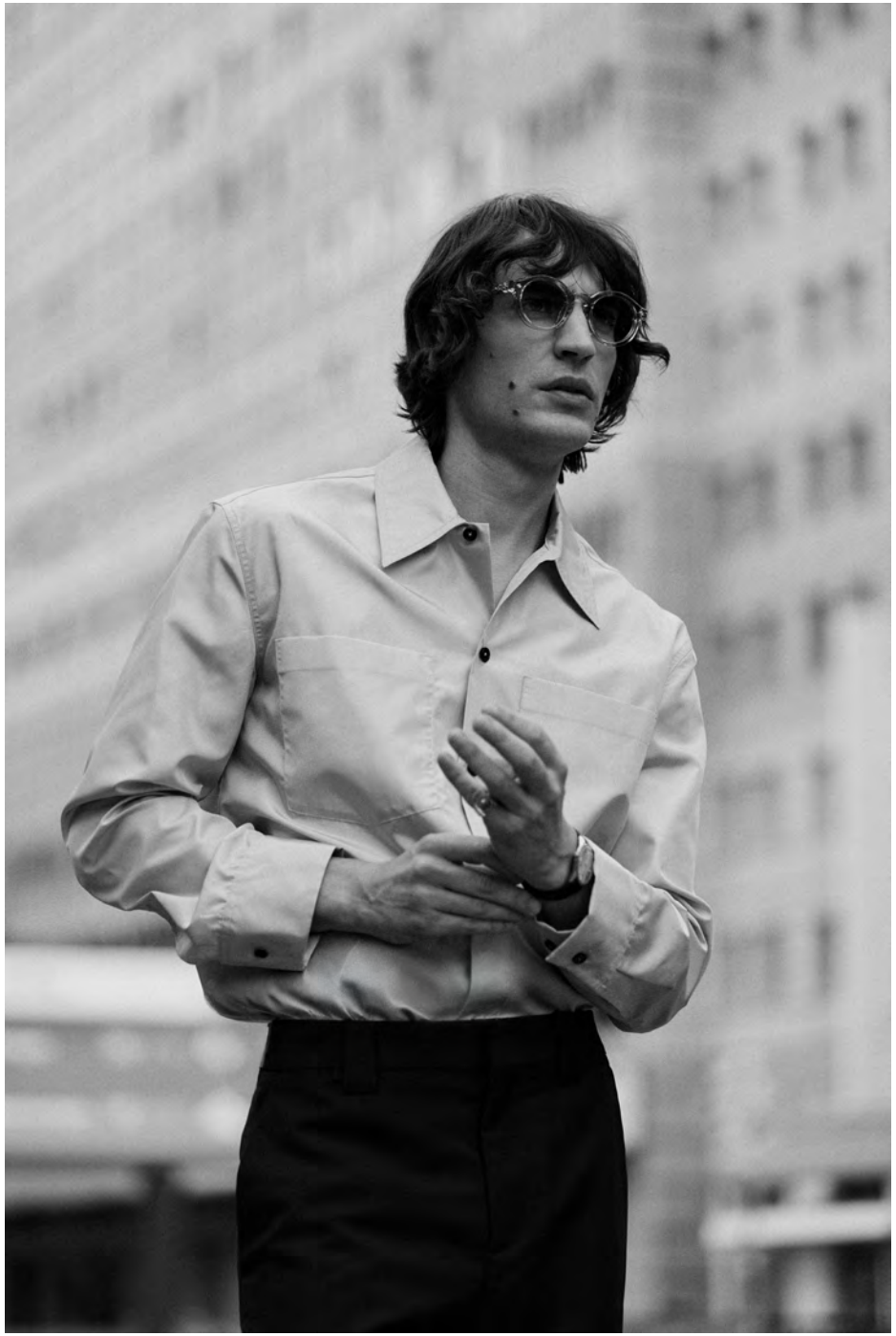
YUZO ACETATE

Our Round Panto Yuzo has been hugely popular since the launch of the style. We worked extensively to create what we felt was the perfect round Panto lens, carefully refining the shape and proportions to achieve the right balance. Yuzo AC is a new interpretation of this established form, introducing a solid acetate construction while retaining the lightness of the overall frame. The result is a design that stands confidently on its own, rather than simply being a variation of the original Yuzo. Paired with beautiful translucent Japanese acetates, Yuzo AC is easy to wear while expressing an understated sense of luxury. The style works equally well as an RX or Sun frame, giving it strong versatility across different markets and customers.











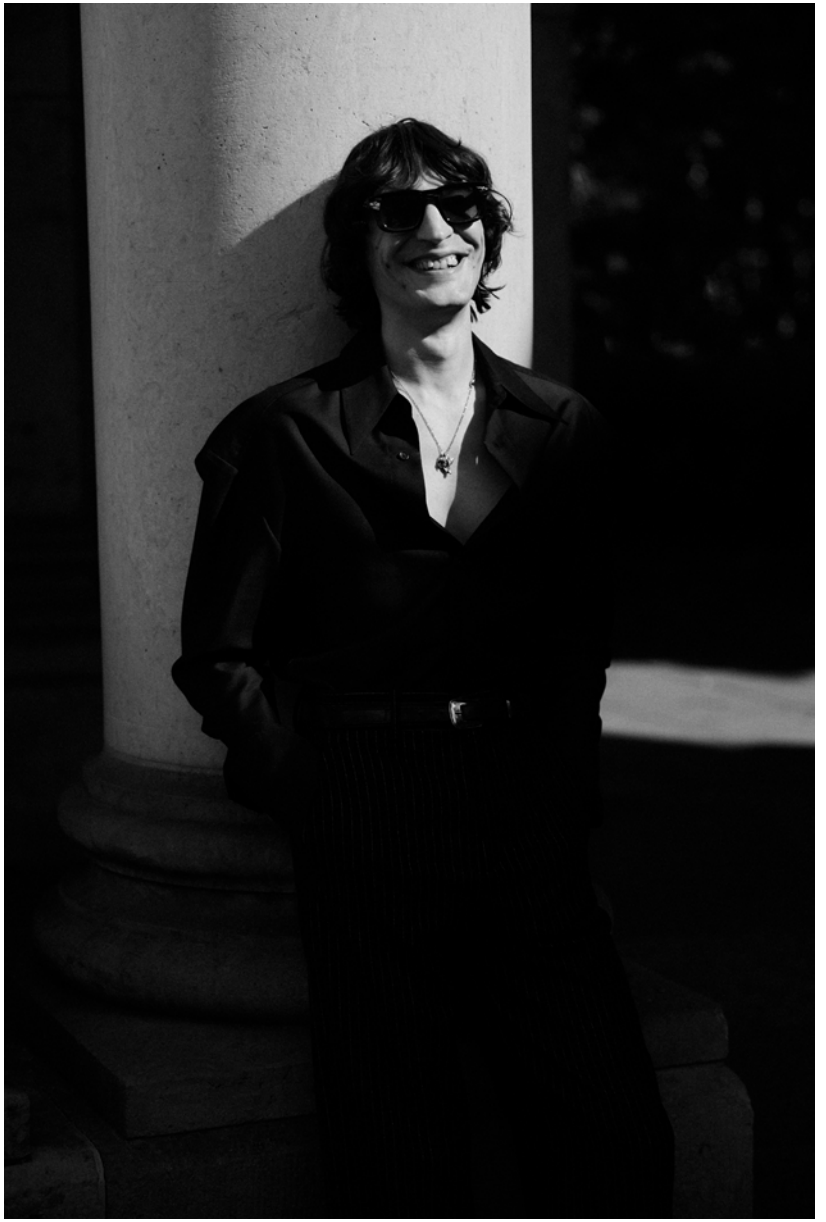
BUFFALO HORN EDITIONS

Initially presented at MIDO with a single sample set, the Buffalo Horn editions received strong interest andwe decided to proceed with production. Working with solid Indian water buffalo horn, regarded as one of thefinest qualities available for eyewear, requires an entirely different level of craftsmanship. Every stage is carried out by hand, and our master craftsman chose to respect the natural pace of the material rather thancompromise the process

This edition is limited to 50 pieces. As buffalo horn is a natural material, every frame has its own individual grain, colour and pattern, making each piece genuinely unique. The horn is sourced from the very tip of the horn, where the material is particularly dense, solid and rare. This also makes the material considerably more difficult to work with, requiring a high level of experience and precision. Only a small number of craftsmen in the industry still have the expertise to produce frames entirely from solid horn, making this a particularly rare form of eyewear craftsmanship. Despite its solid construction, buffalo horn is exceptionally light and comfortable to wear, while holding its shape beautifully. A rare natural material, entirely handcrafted, where no two frames are ever exactly alike.







PETE BH

Our best-selling Pete, reinterpreted in solid buffalo horn.



YUZO BH

Our Yuzo in solid buffalo horn, where the natural grain becomes particularly expressive.





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