

BLACKFIN – NATURAL AWARENESS

February 2019 – The pure white sand merges with the clear blue sky in a true representation of elegance. The silk cloths, lifted by the wind, come to life, creating an atmosphere heavy with suspense and vitality. An almost imperceptible lightness pervades the scene, transmitted by those who have been on an inevitable inner journey and who now, in all naturalness, have reached a state of profound awareness: of who they are, who they were and where they are going.

The die is cast, Year Three of Phase Three has been accomplished: the product, the genuine story and a brand image which has reached a stylistic and conceptual maturity in the design of its eyewear, the new exhibition space and the latest 2019 communications campaign.

Natural Awareness is not a means to an end, a message coined for the latest seasonal campaign, but the next step in Blackfin's growth. It is a journey of discovery and rediscovery of our primitive awareness.

Natural Awareness is the realisation that the only thing we need to face the future with positivity is to be ourselves.

The sequence of shots showcases the new collection of spectacle frames and sunglasses, marrying sophisticated colours with the exquisite but almost imperceptible purity of the Black Edition collection. In the campaign images, captured by the lens of photographer Giovanni De Sandre, the beauty and elegance of the Blackfin products merge with the concept of minimal yet utter technical precision and titanium, the material par excellence, embodies their hi-tech and glamorous appeal.

The backdrop, with its gentle, yet fragile and powerful nature, gives us an awareness that helps us realise who we really are. Naturally.

Watch the video <https://www.youtube.com/watch?v=yS1Y0aWZdP8>

The world is constantly evolving,
the climate appears to have gone mad,
and even the landscape around us has changed beyond recognition.

It doesn't matter where you grew up,
how you live your life,
the environment you were brought up in.

A new sense of awareness is taking

shape in this undefined space.

You can hear it in the wind,

you can see it in the dust.

It's in the light,

in the sounds,

in our memories.

It's a basic, primordial instinct

that lives in each of us.

You just need courage to make the right choices.

And the strength to see them through.

Natural Awareness

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GDS

Blackfin / Looking Beyond. Always.

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