

Imagine 98 Eyewear

Designed and manufactured in Italy



Our commitment to using only the best quality materials
and being environmentally responsible



**“eyewear
made in Italy will
not only benefit the
environment but last
longer.”**

In their effort to protect the environment, the Italian Government have introduced new rules for optical frame manufacturers in Italy. The new rules are the most demanding in the world.

The laws were passed in April 2019 and every manufacturer in Italy has to comply with them. This is having a major impact on the eyewear industry.

The Italian Government is ensuring that manufacturers use only environmentally friendly materials that are also of the highest quality. The result will ensure that eyewear products made in Italy will not only protect the environment but will last longer.

Imagine 98 Eyewear has had a long commitment to using only the best materials. This is only one of the things that has set it apart from other brands.

We also keep replacement parts longer than most optical manufacturers. This means that long after the normal warranty has lapsed, customers will still be able to repair their frames instead of having to purchase a new frame.

We also have a commitment to fair trade practices. All our staff are reimbursed well for their dedication and passion to produce the highest quality work especially in the assembly work that is required. Again, this ensures only the finest end product.

Imagine 98 Eyewear is located in Italy in one of

UNESCO’s World Heritage Sites, the Dolomites.

Living in the Dolomites, we cannot but be dedicated to protecting and preserving the beauty and majesty that surround us. We have a strong connection to the wilderness and an uncompromising commitment to being eco friendly.

We are committed to ongoing research and development. Our award winning designers, our workers, and our manufacturers continually search for new ways to improve our products in order to ensure minimum impact on the environment.



Imagine 98 Eyewear

When you purchase our eyewear you are buying more than the latest in fashionable frames. You carry yourself confidently knowing behind every frame there is a commitment to:

- Award winning designs that make you look and feel exceptional
- Quality materials that are environmentally friendly
- Commitment to best practices at the manufacturing level
- Products that will outlast other major brands and a backup of replacements parts that go beyond warranty expiration

In short, we are proud of our products and of our staff. We are totally committed to producing the finest quality products that also respect the environment and the planet.

We are confident that all of you will be supporting our efforts for an eco responsible world.

Rye & Lye

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