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**ic! berlin Wins IOFT Grand Prix Design Award for Men's Eyewear**

**Berlin, Germany (October 28, 2020)** - Luxury eyewear manufacturer [ic! berlin](https://www.icberlin.de) wins the prestigious *IOFT Grand Prix Design Award* in the Men's Eyewear category for frame style Ricky Y.

The announcement came at the International Optical Fair in Tokyo on October 27, 2020. The award-winning frame, Ricky Y., transforms the classic clubman styling into a contemporary masterpiece, combining the flexibility of stainless steel with a light, transparent and hand-polished Acetate component.



The distinguished award reinforces **ic! berlin's** long-time standard of innovation, affirms the company as a leader in the eyewear industry, and as a renowned brand in Asia.

The Ricky Y. along with the Custom Fit Collection is set to be released on November 10, 2020; more information to come on the collection soon. **ic! berlin** is available worldwide at your local optician along with various online retailers. For any and all press inquiries please direct them to the contacts above.

**About ic! berlin:**

Founded in 1996, ic! berlin makes the very finest, hand-made eyewear for people who dare to see the world through their own eyes. Headquartered in Berlin, Germany, with a signature flagship store in Berlin, our more than 180 craftsmen, engineers, and technicians design, build, and market our original eyewear designs across 60 countries worldwide. Seeing things from new perspectives is embedded in our company's DNA. We combine the original, no-screw hinge with stainless steel, titanium, synthetic, and natural materials. The result is robust, lightweight eyewear design. <http://ic-berlin.de>