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ANONYMOUS DESIGNERS SOCIETY

PRESS RELEASE

RONOR establishes a talented multidisciplinary workforce to create its new frame collections: The Anonymous Designers Society.

Montreal, May 27, 2021 — A leader recognized in the industry for its innovation and expertise in the eyewear essentials sector for almost 40 years, RONOR announces the creation of the Anonymous Designers Society, a talented workforce dedicated to creating the new NORDIC, KING SIZE by Nordic and DIVINE frame collections to be released in September.

Always striving for excellence, RONOR wanted to create unique frames designed both for the consumer and the optician in mind. The Anonymous Designers Society has rallied around a common vision of pooling their expertise to analyze all aspects to enhance functionality and fit while creating classical lines with just the right touch of audacity. Simplifying the work of the opticians was also at the forefront of the creative process. Hence the Fit to Form Function.

Here are the outlines of the Fit to Form approach that guided their work:

- All front proportions (eye size and bridge) are respected to ensure a perfect fit to the consumer's face, facilitating selection for the customer and sale;
- The comfort of the end user was taken into account in the creation of each frame;
- The pantoscopic angle of all our eyewear can be easily adjusted to suit the consumer's face;
- The arms of the nose pads have been reworked to be refined and discreet. They are adjustable at any angle for optimal fit and comfort;
- The length of the stems corresponds to the front calibre;
- The ends of the acetate stems are thinner and more refined. The optician can precisely adjust their length, so that they fit perfectly behind the customers' ears;
- Cutting and mounting lenses are simple for all frames;
- All our eyewear is made with cellulose acetate and stainless steel.

In short, RONOR's eyewear collections are more than ever, easy to adjust, offering greater comfort and better fit opportunities for the consumer. This makes them easier for opticians to work on and sell.

These quality, original, comfortable and timeless frame designs come in several colours and are enhanced with subtle details. While being modern and elegant, classic and accessible, they will appeal to a diverse clientele, young and old, men and women.

Unveiling in September!

RONOR's sales team will soon be presenting its new collections at optical clinics. Opticians and optometrists will be able to offer their customers quality frames at a very competitive price.

The collections will be unveiled in September 2021. Some models are already on the market. For an overview of the new NORDIC, KING SIZE by NORDIC and DIVINE frame collections, visit the Anonymous Designers Society's website at www.anonymousdesignerssociety.com.