

STRAK Amsterdam

Strak Amsterdam is the will to egress from the traditional eyewear landscape towards a more innovative, contemporary and uninterrupted sleek design process. The resulting new eyewear collection is defined by frame fronts crafted from a single plate of Japanese titanium mated to temples formed from a single rod of Beta-titanium.

Amsterdam, capital of the Netherlands. Its luxurious canal houses and charming gabled facades represents the golden age of Dutch heritage. Nearing the end of the 20th century, the city emerged into a more innovative, contemporary and SLEEK architecture.

This transformation of a venerated culture was the inspiration to egress from the traditional eyewear landscape of piecemeal metal construction and bulky acetates, transpiring to a more innovative, contemporary and uninterrupted SLEEK design process.

The resulting new eyewear collection is defined by frame fronts crafted from a single plate of Japanese titanium mated to temples formed from a single rod of Beta-titanium.

Witness our new collection acknowledged and dedicated to the premise of being lightweight yet sturdy. Take trust in knowing we have gone to craft and manufacturing extremes that result in a new, and decidedly raw capture of what it means to be industrial with style.

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Learn more about Strak:

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