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IOFT 2022 JAPAN EYEWEAR AWARD BOZ NINETTE 9040



The BOZ collection was in the spotlight this week at the Japan Eyewear Award ceremony, IOFT2022. A new welcomed reward honoring all the J.F. REY teams. Striking for its evocative shaping and provocative colors, the model NINETTE 9040 won this prestigious international competition in the DESIGN category. An even more appreciated distinction as BOZ was the only European brands to be rewarded this year. For the J.F. REY' teams, this price is a new opportunity to bright the meticulous and creative know-how of the brand, also the Maison, always appreciated for its originality and the inexhaustible inventiveness of its collections.



BOZ



NINETTE 9040

The model NINETTE is a true declaration of love, deeply coming from the heart. It expresses the idea of a wonderful world, a joyful utopia allowing all transgressions. Its very evocative design is an interpretation of the temptation, the “forbidden fruit”: a generous heart shaping, appealing mix in acid colors et feline prints. An asymmetrical acetate collages was especially worked on the corner of the eye for to give the gaze more sparkling, audace and intensity. A new signature design which conures the brand’s chromatic imagination in new stylistic performances, always sensual and incredibly feminine.

<https://www.jfrey.fr/boz/>