

STRAK Amsterdam

For all Canadians.

Following the great success of its pre-launch in the provinces of Quebec and British Columbia, Strak Amsterdam is launching its superb products in February 2023 for all Canadian provinces.

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.

Inspired by 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.

Distributed by Canadian Optical Supply.

Learn more about Strak:

<https://portail.canadianoptical.com/ressources/visiteur-strak?lang=fr>

<https://www.strakeyewear.com/>