



VISIONARIO & LE PARC

Two young and independent eyewear brands from Barcelona landing in Canada

It all started as the dream of a young graduate who aspired to create a sunglasses brand in where fashion and ethics went hand in hand. Like this, Visionario was born with the mission to bring the latest trends in design and quality sunwear at a fair price.

Due to the great success of a model that advocates bringing trends closer to everyone LE PARC was created, in the quest to democratise quality good design at fair prices also in the field of optical frames, creating contemporary urban-inspired designs.

Visionario®

A young and independent brand from Barcelona with a contemporary vision offering the perfect accessory for those looking for style and personality.

Committed to good design and attention to detail, Visionario presents a wide selection of unique and enduring eyewear with a great sense of aesthetics and of great comfort.

Getting inspiration from fashion, art and technology, it's approach to innovation, quality and contemporary design leads them to achieve the ultimate eyewear with which to express oneself personally and freely.

One brand, two collections, what's your pick?

Visionario collection is divided in two different lines of product:

Classics



A wide representation of the all-time-classics. Those models that have become an icon of the brand and that are a must have in one's closet. Tradition eyewear in revisited versions to freshen-up any look.

Society



Society is the laboratory where Visionario experiments to offer limited-edition, high-design eyewear to those looking forward to wearing the latest trends. Made for the non-conformists who like to take risks, value design and pay attention to detail.

OXYTOCIN is our **SS23 campaign**, in which we pay a tribute to touch, to being truly together and connected through an improvised choreography of contact dance.



OUR CAPSULE COLLECTION:

Taking trends to the next level

SPEED TO THE FUTURE Visionario is someone who is ahead of his time or has a vision of future. From this concept results this capsule collection, a tribute to going further, at full speed.



LE PARC

*That space where we allow ourselves to innovate, improvise and take risks in the field of opticalwear.
Our playground.*

By taking design beyond the rational to make it become a real game, we devise bold and creative collections with the aim to reaffirm the role of eyewear as an object of desire.

COLOR BLOCK

Different is better



Through this collection we highlight the spectacle by going crazier than ever.

A colourful three-layer lamination structure in bold volumes makes the frame the central element of the face, reinforcing identity and difference.

LAYER

Powerful sophistication.



Layer is born in the translation of the Block collection to a more fine, discrete but yet outstanding and personal proposal. A three-layer lamination structure finds its way in lighter volumes and in a tone to tone elegant color range.

2023 campaign

LIGHT YOU UP

*It is said that someone has light when they possess a special charisma as a result of being authentic.
Our new campaign Light you up is a tribute to the light in you.*



OUR MATERIALS

BIO BASED, RECYCLABLE & BEAUTIFUL



All of our glasses are made of cellulose acetate, a noble material from renewable sources of cotton fibers. Their lenses, which provide 100% protection against UVA and UVB radiation, are also organic, as are the lightweight Japanese films that make up our polarized TAC lenses. In addition, they are all ISCC (International Sustainability Carbon Certification) certified.

Best quality at the best price.
In order to obtain quality lenses that adapt to the characteristics and needs of each of our glasses, our manufacturing processes use different technologies and materials. We have a wide range of organic lenses, as well as light Japanese films that make up our polarised TAC lenses.

LENSES



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