

# Etnia Barcelona presents ***Yokohama 24k***: A unique jewel combining the elegance of titanium with the pure beauty of gold.

Etnia Barcelona brings together exclusivity, distinction, and sophistication in eyewear.



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***Yokohama 24k*** is the latest release from Etnia Barcelona, an exclusive limited-edition sunglasses model, of which only 250 units exist worldwide. It is a collector's piece crafted from titanium, a durable, lightweight, and hypoallergenic material, and plated with 24-karat gold to enhance its brilliance and beauty.

*Yokohama 24k* is a symbol of distinction and sophistication. Every detail, from the laser-engraved *Yokohama 24k* name on the temple, marked in Japanese, to the limited-edition numbering on the temple, or the subtle golden mirrored effect of the lens, is meticulously crafted. It also features titanium nose pads for added comfort and HD lenses that provide exceptional vision.

Its rounded and delicate shapes evoke Japanese minimalism, an elegant and subtle style reflected in every line and corner of the eyewear. Simultaneously, the delicate intertwining gold lines accentuate the beauty of the finishes, creating a visual symphony.

The packaging has also been designed to offer a unique 'unboxing' experience. The *Yokohama 24K* box is inspired by high jewelry cases. Every element exudes quality and sophistication, from the embossed outer paper to the black velvet enveloping its interior. Once again, the gold-stamped logo becomes a hallmark of authenticity.

*Yokohama 24k* is available at the Etnia Barcelona Flagship Store, its online shop, and selected optical stores.



## About Etnia Barcelona

Etnia Barcelona was first born as an independent eyewear brand back in 2001. All its collections are developed from beginning to end by the brand's own design team, which is fully responsible for the entire creative process.

Above all, Etnia Barcelona stands out for its use of colour in each and every one of its designs, making it currently the firm with the most colour references in the entire eyewear sector. All its glasses are crafted in the highest quality natural materials, such as Mazzucchelli natural acetates and HD mineral lenses.

Today the firm boasts a presence in over 50 countries and more than 15,000 points of sale around the world. It operates out of its Barcelona HQ and has subsidiaries in Miami, Vancouver and Hong Kong, in all, employing a multidisciplinary team of more than 650 people.

**#BeAnartist** is the watchword of Etnia Barcelona. It is a call to express oneself freely through design. Etnia Barcelona embraces color, art and culture but, more than anything else, it is a name intimately bound to the city in which it was born and has thrived. Barcelona stands for a lifestyle open to the world, nothing more nor less than a question of attitude.

