

FC Barcelona and Etnia Barcelona once again challenge the rules of the game with **'A match between art and sport'**

FC Barcelona and Etnia Barcelona are once again challenging the rules of the game with a new capsule collection that merges art and sport, paying homage to the city where they were born and raised: Barcelona.

Once again, the Catalan city stands as the epicenter of collaboration between FC Barcelona and Etnia Barcelona. Both brands highlight the city's cultural and artistic tradition and, of course, the passion for its football team. Art and sport intertwine in this collaboration to celebrate the sense of belonging to a city and shared values.

The campaign revisits the format of illustration to capture the epic nature of sports as an artistic expression that, in addition to reflecting the passion for one of the world's best clubs, also embodies the essence of this collection. This second half of the match between FC Barcelona and Etnia Barcelona consists of two product drops.

'EINDHOVEN' joins the "Colors of our history" collection, celebrating historic moments of the Club, from Wembley 1992 and Paris 2006 to Rome 2009, Wembley 2011, Berlin 2015, Gothenburg 2021, and now also Eindhoven.

It is a feminine-style sunglass design that values the empowerment of women and champions their role in the world of sports. The model is inspired by the outfit worn by FC Barcelona's Women's team when they won the final of the Women's Champions League 2023, held in the city of Eindhoven.

'1899 PREMIUM GOLD 24K' is a re-edition of the previous '1899 Gold' model, now in its premium version. An exclusive limited edition sunglass design paying tribute to the Club's founding year, recreating the anatomy of Barça's crest and playing with deconstructing it to embed it in 24-karat gold.

Among the numerous details of this collector's piece are the shield and ball in relief, coated in 24-karat gold on the temple; the temple tips finished in the silhouette of the shield, and the shield laser-engraved inside both temples, among others.

Both models feature HD polarized mineral lenses and 100% UV protection.

The FC Barcelona collection designed by Etnia Barcelona will be available starting from January 2nd on the Etnia Barcelona website, at their flagship store, and in selected optical retail outlets worldwide (check the shopfinder). It will also be available in selected Barça retail outlets.



1899 PREMIUM GOLD 24K



EINDHOVEN



DESIGNED BY

etnia  **BARCELONA**





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.



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