

ic! berlin

Berlin 19th March 2026

30 YEARS OF ic! berlin A STORY OF CREATIVE ENGINEERING AND UNCONVENTIONAL THINKING

In 2026, ic! berlin celebrates its 30th anniversary: a moment to honor its roots while looking ahead with clarity and purpose.

Founded in a Berlin apartment in 1996 when the city was newly reunited and driven by raw creative energy, ic! berlin has emerged from a culture defined by freedom, experimentation, and reinvention. Since then, the brand has continually rethought eyewear: designing, engineering, and manufacturing ultra-light and flexible frames that defy convention.

For three decades, ic! berlin has stood for creative engineering, crafting minimalist frames from cold-rolled stainless-steel and designing an iconic screwless hinge which, to this day, is still unmatched in lightness, durability, comfort, and precision.

ABOUT THE COLLECTION

To celebrate its 30th anniversary, ic! berlin has launched a special capsule collection that bridges heritage and innovation, pairing iconic stainless-steel designs with new technical interpretations. In it, four classic stainless-steel frames celebrating the brand heritage - LEIF, WANDA, OLI THE 2ND, and PINA - are joined by two innovative styles - SODIUM and XENON - that take stainless-steel to the next level.

This special eyewear edition revolves around a brand's iconic chrome color treatment: each pair of glasses is designed to accompany the wearer over time, eliminating excess and focusing on the essence. In particular, natural treatments enhance the quality of polished steel without coatings or artifices.

This prestigious technique is enhanced by the introduction of a trendy new color in the capsule collection: *Transformative Teal*, a shade that blends blue and dark green and expresses change and redirection. It is a color that evokes nature and simultaneously conveys a sense of calm and vibrant energy.

All styles in the Transformative Teal color feature *photochromic lenses* in the same shade as the frame and they reflect the elegance and eclectic style of ic! berlin. These new lenses effortlessly shift from indoor wear to outdoor protection providing a quick, seamless adaptability to sunlight.

ABOUT THE 30th ANNIVERSARY CAMPAIGN

I See Berlin is the advertising campaign celebrating the 30th anniversary of ic! berlin: it is a tribute to the independent, uncompromising and vibrant essence of Berlin, a city that has always shaped the brand DNA.

In it, the brand presents a curious, bold and unconventional vision of the German capital, a city that keeps reinventing itself, also through some of its contemporary protagonists: talented artists with different backgrounds, cultures, and eclectic attitudes that define the city's identity and extend its influence as authentic local heroes.

The *I See Berlin* campaign is run by the Berlin-based photographer and visual storyteller **Tarek Mawad**, who has a meaningful passion for human portraits. **Leif Podhajsky** is working alongside him exploring the experimental and underground spirit of the city through a dedicated digital animation. Among the interpreters of the campaign are **Sven Marquardt**, a photographer and legendary club icon, whose photographs and influence defined Berlin nightlife for decades; **Dalad Kambhu**, a Thai-American chef awarded a Michelin star, whose cuisine combines innovation and authenticity; **Nina Pohl**, an artist whose conceptual and visual work animates the Berlin art scene; **Nunguja Kisalya**, a Berlin-raised but London-based DJ and fixture of the German capital's club scene, reshaping club sonics into immersive, textured landscapes for audiences around the world; **Thilo Reich**, an interdisciplinary architect and artist who transforms everyday urban materials into sculptural works that reveal hidden structures and cultural traces; and **Youngchan Moon**, a South Korean dancer who fuses classical and contemporary movement in expressive digital performances.

Through their eyes, Berlin's creative identity takes shape and ic! berlin eyewear becomes a literal and symbolic lens capturing the energy, diversity and creativity of the city.

"For 30 years, ic! berlin has stood for uncompromising design, engineering and innovative premium eyewear made in Berlin. This anniversary honors our proud heritage and sets the stage for a new chapter of global growth, brand storytelling and modern, technical eyewear." - Davide Lunghi, General Manager ic! berlin

COLLECTION OVERVIEW

SUN STYLES

IC0213-OLI THE 2ND

The close relationship between the brand and its connoisseurs has triggered the desire to reinterpret one of the distinctive sunglasses, updating the style with the Transformative Teal color for the acetate temple tips and lenses. The new pairings of metal stainless-steel with photochromic lenses highlight the sporty soul of this frame that is always ready for new adventures.

IC0215-PINA

Great attention to color has a creative and eclectic aesthetic expressing the future of classic style through shades that reveal emotions. Pina sunglasses have a round frame front with a thin metal detail that forms a sort of eyebrow, accentuated by the temple tips tint that matches the lenses.

IC0226-XENON

This new style emphasizes true minimalism and absolute confidence in the highest material quality. The hybrid frame combines a rectangular stainless-steel front with flat profiles and a recognizable design with elegant temples featuring acetate tips in Transformative Teal, the collection's signature color, which is paired with photochromic lenses.

OPTICAL STYLES

IC5332-LEIF

Strong lines and sturdy rims. This optical frame has 10 mm temples that maximize the iconic and distinctive construction of screwless clip hinges. Leif is the technical and aesthetic evolution of a study focusing on the silhouettes of several frames that have been updated with the innovative Transformative Teal color on the temple tips.

IC5333-WANDA

Wanda also follows the dual path of a collection that offers the season the enthusiasm and evolution of novelty while consolidating the brand's identity by enriching its legacy. This elegant stainless-steel

frame with a round front plays with different thicknesses and shapes to create a bold yet feminine design. The charm of this style also emerges through the new color finish on the tips.

IC5352-SODIUM

This new optical style is defined by a reduced, purposeful design that highlights precision engineering and material excellence. A rectangular stainless steel front with double thickness defines a sophisticated silhouette, while the temples introduce a refined contrast with acetate tips in Transformative Teal, the collection's signature color. The construction is completed by ic! berlin's unmistakable screwless hinge, delivering lightweight performance, durability, and everyday comfort.

About ic! berlin

ic! berlin is a pioneer in screwless, high-end stainless-steel eyewear. We design, engineer and manufacture ultra-light and flexible frames that defy convention. Expertly crafted in Berlin for those who seek ingenious solutions and ultimate wearability.

Since 1996, ic! berlin has revolutionized the eyewear industry with a completely new approach: Ultralight frames made of cold-rolled stainless-steel combined with a patented, screwless hinge created a bold and unique aesthetic. Glasses from ic! berlin stand for weightless wear comfort and unconventional design combined with the highest precision and quality.

From the first drawing to the final inspection, all collections are crafted and quality controlled by hand in Berlin.

ic! berlin has been a Marcolin Group company since end of 2023 and the wider VSP group as of 2026. ic! berlin is sold in over 125 countries worldwide.

@icberlinofficial // www.ic-berlin.com

Press contact // Agency: REFERENCE STUDIOS Milena@referencestudios.com and chloe@referencestudios.com