

ic! berlin

'From 0.05 mm to 300 km/h':

ic! berlin unveils first campaign featuring Audi Revolut F1® Team.

Berlin, **September 1st, 2026** – ic! berlin, a Marcolin-owned German eyewear brand, has launched its latest campaign; featuring Audi Revolut F1® Team drivers Nico Hulkenberg and Gabriel Bortoleto sporting customized ic! berlin frames.

The campaign, which launches globally this week, is ic! berlin's first official outing since the brand announced their partnership with Audi Revolut F1® Team in February this year; making ic! berlin the first official eyewear partner of the team.

The partnership unites two brands where form and function are inseparable. On the track, performance extends beyond the car to encompass focus, precision and confidence, qualities that align naturally with ic! berlin's approach to product design.

'From **0.05 mm** to **300 km/h**: engineering performance and precision at speed', the campaign tagline echoes the common bonds between ic! berlin's ultra-light and flexible frames and the Audi R26 race car built with lighter dimensions, active aerodynamics and increased agility at high speed. Over the past three decades, ic! berlin has built an industry-leading reputation for engineered eyewear – defined by its iconic screwless hinge, durability and comfort – while maintaining a clear, contemporary aesthetic.

Shot by photographer Rupert Tapper, whose work spans fashion, editorial and lifestyle photography, the images reflect a strong sense of movement and physicality, mirroring the exhilarating moments experienced by Hulkenberg and Bortoleto on the racetrack. With Creative Direction by Leif Podhajsky, a multi-disciplinary visual artist, the idea of motion blur is used to offer a visual representation of the true state of acceleration and precision – visualized through the fast-paced world of Audi Revolut F1® Team

The campaign invites audiences to experience one of the world's most demanding motorsports through the lens of ic! berlin, where precision engineering meets uncompromising performance.

This season ic! berlin enters the world of Audi Revolut F1® Team for the first time through a series of nail-biting trackside moments at the circuits in: Monza, Italy; Marina Bay, Singapore; and Austin, Texas. By offering its brand ambassadors, and selected media, a coveted immersive experience at the pinnacle of motorsport; ic! berlin solidifies its position as an industry leader in precision eyewear.

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