

**P U G N A L E**

## *The Metal side of Art*

“High technology and passion for design, fashion and uniqueness. These elements are the exclusive and distinctive combination since “Pugnale Eyewear” constitution in 2013. Deeply in love with design and with an unbridled passion for the eyewear, Emanuele Pugnale, owner and creative mind of the Company, transfers his mechanical know how into the eyewear world. Innovative uses of techniques and materials are the base to create an excellence in the Made in Italy

eyewear market. Industrial laminates become elegant surfaces: metal is combined with fabrics and precious materials for a contemporary and exclusive luxury. A unique know-how and approach that brings together the excellences of Italian manufacturing tradition. The aim of Pugnale work is like composing a wonderful cocktail of shapes, materials, finishing, linked by a single thought: those who will drink this cocktail must first perceive its deepest essence and only after, ponder the

ingredients that compose it.

The best methods from the different background such as aerospace and medical technology have been transferred in the Pugnale eyewear concepts. Pugnale believes in a new concept of eyewear that combines the masterly Italian craftsmanship with design without compromises. The strong know-how in the use of technologies, materials and unique finishing are the absolute protagonists of each product and project.

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**CREATIVITY  
ORIGINALITY  
CRAFTSMANSHIP**



HANDS4PHOTOGRAPHY  
Luca Cadamuro and Lucia Tentor























**COLLECTIONS**  
**PRISCILLA**  
**LAB LINE**  
**NICOLO**



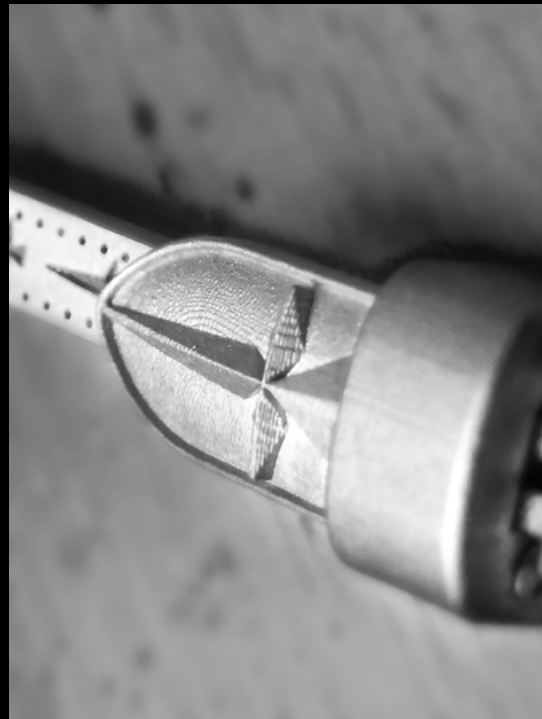
# LAB LINE

Maximum and primary expression of the soul of PUGNALE thanks to the use of materials, shapes and assemblies that are always unique and innovative. All the iconographic elements of the brand are declined in a Unisex collection with distinctive, redundant and exciting features. Unusual color combinations, brushed, sponged, personalized textures, decorative inserts and materials such as harmonic metal, steel, beryllium copper and acetates, give life to non-traditional shapes, which

satisfy the search for all those who want to stand out in an anti-conventional way . A symbol of recognition, almost intrusive, but exciting, the logo ↓ which distinguishes the brand and which is replicated in all auctions as a distinctive element of strength and audacity by coining sun and vision models suitable for a sought after and researching public. Lab Line was created to give voice to a need to wear something unique and unrepeatable, with high quality value, while being accessible.

“Only if you have the courage to dare you will experience the emotion of feeling different every day!”  
(Anonimo)

# PRISCILLA



The woman is a diamond and as such has a thousand facets. Expressing strength and sweetness, tenacity and courage, perseverance and charisma, adjectives that come together to give shape to a single expression of beauty. Lit and bright colors insinuate themselves with femininity in iconic shapes, revisited like PUGNALE loves to do, with a strong character with a high design content. The identifying logo of the brand stands out in the silver insert, an element repeated in all the auctions of the

collection, giving the eyewear an important, strong, but at the same time precious and noble appearance. Also from the metal core of the temples, inserted inside the acetate, you can see a series of decorations always expressing the style of PUGNALE. Priscilla is an eyewear that reflects the character of all women who never feel "taken for granted", women who stand out because they are strong, shine like diamonds and know that beauty, the real one, comes from the charisma and strength of the soul.

Who wears this product is a woman with a capital "D", a woman who always wants to be herself but is committed with her talent to try to make a difference.

"Give women adequate opportunities and they will be capable of anything"  
(Oscar Wilde)

The new 2020 collection in the Pugnale house is aimed at a predominantly male audience. Tradition, lightness, strength and shine are the main characteristics of this collection. The use of traditional materials such as cellulose acetate is combined with the search for materials with strong technological connotation such as titanium, magnesium and carbon; all accentuated with preciousness by the combination of silver inserts that create continuous play of light.

The union of these materials, different from each other, but united by a single intent, gives life to a product with a very high technological value, pure expression of elegance and solidity. In this way, man becomes the center of the creative process that wants to express all his strength, all his naturalness and the refinement of a real and tangible value of his surroundings. It is precisely the iconic forms of the eyewear, revisited with the usual PUGNALE's unicity, that concretizes the conceptual idea of the collection.

Whoever wears this product identifies himself as a man who is never 'banal', a man who seeks his value in history, literature, art, sport, science or fantasy.

"Live with simplicity and think with greatness"  
(William Wordsworth)



# NICOLO'





**SKETCHES**  
**EXPLOSION**  
**EMOTION**



**PUGNALE**

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