

✕ VASUMA EYEWEAR ✎

ISSUE 2024

EYEWEAR FROM OLD TOWN STOCKHOLM

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ANCHOR IRONS

New symbols are added



An anchor iron is a device in a building that holds different parts together with an inserted iron piece. This way, wooden and iron beams are anchored into an adjacent masonry by attaching anchor irons to the beams. The anchor iron typically ends with a forged loop known as an anchor end.

These irons and their design are a new addition to the Vasuma design palette. You will be seeing them in the future on both frames and other material.

ACETATE, TITANIUM & SWEDISH STEEL

Only the best is good enough

ACETATE We use the finest cellulose acetate, a sustainable and biodegradable material of vegetable origin. Most of our frames are made with Italian manufacturer Mazzuchelli's formula 'M49,' which is both bio-based and biodegradable. Our latest collection also includes frames made with Eastman's revolutionary technology, Eastman Acetate Renew.

TITANIUM & SWEDISH STEEL Vasuma metal frames are known for their resistance, hardness, and elasticity. We use the highest quality raw materials from Swedish Sandvik. Our Japanese partner utilizes titanium to create lightweight, durable frames that exude sophistication and style.

THREE FRIENDS START VASUMA

Company created in 2005

Vasuma Eyewear was created by three friends in 2005. Jan Vana, Steffen Sundelius, and Lars Malmsten set out to establish an alternative eyewear brand that would challenge traditional label brands and offer something unique to the market. Drawing inspiration from the best vintage eras of the 50s and 60s, Vasuma Eyewear infuses a modern twist into their designs.

Each pair of glasses is handmade by some of the finest manufacturers around the world, ensuring exceptional craftsmanship and attention to detail. By using high-end quality materials, Vasuma creates eyewear that is not only stylish but also durable and sustainable.

Vasuma Eyewear's mission is to craft timeless pieces that



enhance the wearer's identity and personality, allowing them to express their individuality with confidence. The brand's commitment to sustainability and superior design makes Vasuma a stan-

dout choice for those seeking eyewear that combines classic elegance with contemporary flair.

Today Vasuma is available at 1000 independent opticians around the world.

WORLD FAMOUS



**VASUMA
SNAKE OIL**

A GENUINE OLD TOWN
FORMULA

THE REVENGE IS FINALLY HERE

Vasuma makes eyewear cool

When Jan and Lars grew up in the 70s and 80s, wearing glasses made them frequent targets of teasing at school. They often heard "Four Eyes" shouted at them in the school corridors, a term equivalent to the Swedish "Glasögonorm," meaning "Eyewear Snake."

When Vasuma was created, its mission was to empower all "Glasögonormar" by making eyewear cool, putting an end to teasing. The snake theme is prevalent in the naming of all frames, each named after a different snake. "Glasögonorm" is also the Swedish term for the Cobra snake, whose shield inspired the Vasuma Cobra symbol—a letter "V" with glasses.



VINTAGE BUILDING AS HEADQUARTERS

Building from the 1400s houses the team in Old Town

The Vasuma headquarters in Old Town, hosts the design, marketing, administration and management division, as well as the archive of prototypes and handmade eyewear. Our block, called "Pygmalion," is one of the most unique buildings in Old

Town. Spanning four floors, it was once a hostel and washing facility with a medieval well that has an eerie resemblance to the one in "The Silence of the Lambs." In 1438, when skipper Claus Tykeson acquired the house, he prohibited the use of the well, leading to numerous disputes and court cases, which ultimately favored the public and neighbors.

OVERSEAS ARTISANS

Skillfully crafted by artisans around the globe.

Vasuma Eyewear collaborates with skilled artisans across Europe and Asia, the company ensures that each frame is crafted with the highest attention to detail and quality. These artisans bring a wealth of traditional craftsmanship and modern techniques to the table, allowing Vasuma to produce frames that are not only durable and functional but also visually striking. Every piece of eyewear is designed with a focus on achieving a perfect balance between functionality and

aesthetic appeal, ensuring that wearers not only see better but also look great. Vasuma's commitment to excellence is evident in the meticulous attention to detail and the superior materials used in their frames, making them a preferred choice for those who appreciate fine craftsmanship and innovative design.



VASUMA BOUTIQUE

SPECTACLE COMPANY



THE BEST SPECTACLES,
TO SUIT ALL SIGHTS.



MOST FASHIONABLE
STYLES & COLOURS

KÄRBRINKEN 10 - GAMLA STAN

I
F Y
O U C
A N T R
E A D T H
I S Y O U S
H O U L D G E
T A P A I R O F
VASUMA EYEWEAR
KÄRBRINKEN 10 - GAMLA STAN

60



PISCATOR





GABOON





LANGAHA



LANGAHA SUN



VIPERINE



VIPERINE SUN



ATHERIS



ATHERIS SUN



ADDER



ADDER SUN



BUSHMASTER



BUSHMASTER SUN



TITANBOA



TITANBOA SUN



ORBETTINO



ORBETTINO SUN



PRAIRIE



PRAIRIE SUN



BARRED



BARRED SUN



MALPOLON



MALPOLON SUN



PISCATOR



EIRENIS



JAVANICUS



MONTEVIPERA



RADDEI



KRAJTA



KRAJTA SUN



ORNATA



ORNATA SUN



GARAGARAHEBI



GARAGARAHEBI SUN



PSOHLAVEC



PSOHLAVEC SUN



HROZNYS



HROZNYS SUN



COPPERHEAD



COPPERHEAD SUN



PINE



PINE SUN



MAMUSHI



MAMUSHI



GABOON



ANGUIS



ANGUIS SUN



ASP



NUBIAN



NUBIAN SUN



SNOK



STEPPE



STEPPE SUN



HAD



CANTIL



PAKOBRA



KANAHEBI



MULGA



FILE



ELLIOT



ESCADA



LANCEHEAD



ATRACTASPIS



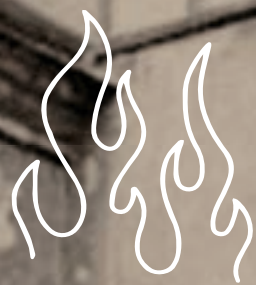
RODHAINI



JIMIGURI



OLIGODON



CONTACT

VASUMA EYEWEAR IS BASED IN THE OLD TOWN OF STOCKHOLM.
WAREHOUSE, SHOWROOM AND OFFICE ALL FITS IN THE FOUR STOREY 15TH
CENTURY TOWNHOUSE JUST A BLOCK AWAY FROM THE SWEDISH ROYAL CASTLE.

TRÄDGÅRDSTVÄRGRÄND 4
SE-111 31 STOCKHOLM

T +46 8 20 77 24

INFO@VASUMA.COM
WWW.VASUMA.COM