

product headlines, design philosophy

- product lines, facts and figures
- the thoughts behind the design

product lines, facts and figures

- LINDBERG runs 6 individual product lines,

AIR titanium	1986
AIR titanium RIM	1993
5000, (7000) Strip	1997
2000 Spirit	2003
1000 Acetanium mk 2	2003
3000 X	2005

2000 Spirit

- 3 different collections: wire, plate and acetate.
- 86 lens designs in 3 sizes
- 1 lens design = 15 mill. possibilities!
- 86 lens designs = 1.3 bill. possibilities!

endless, endless, endless, endless,
endless.....

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AIR titanium RIM

- more than 10 years on the market as a bestseller!
- the collection holds 58 models at the moment sub collection “TEEN/KID” with 21 models.
- most models in different sizes
- more than 30 colours/surfaces available

the cornerstones behind the design

- DESIGN
- FUNCTION
- COMFORT

DESIGN

innovation

aesthetics

fashion

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FUNCTION

exploring raw materials

opportunities in materials

technology

“It’s not rocket science, but simple HighTech...”

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COMFORT

lightness

flexibility

adjustability

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visual identity

details within the “family”



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