FOR THE LOVE OF CRAFTSMANSHIP
Lunor opens its own manufacture

Bad Liebenzell, March 4, 2020. At Lunor, spectacle frames are produced in an own manufacture since the beginning of this year. During several years of planning, a concept for complete in-house production of glasses matured, and LUMAG (Lunor Manufaktur Gesellschaft) was founded.

Not far from the company headquarters, there is the manufacture where spectacles in extremely high quality are produced. Simon Dietzfelbinger, Head of the LUMAG, is proud of what has been achieved: “We were aware of the fact that the setup of a spectacles manufacture would be fiddly. But how difficult the way to series production really is only became apparent after the first steps.”
This project has been an idea that Michael Fux, CEO of Lunor, had already had for a while. Together with Simon Dietzfelbinger, he brought this idea to life: With a lot of care, time and work done by hand, the Classic Round model is produced at self-developed work stations now.

The Classic Round model has a long tradition, being one of the most famous frames by Lunor; the entrepreneur Steve Jobs had been wearing those glasses for fourteen years.

The production stages for this frame have been perfected over the months, load testing has been carried out, and the right materials have been found.

Lunor values regionality and sustainability highly. The glasses manufacturer from the Black Forest cooperates with regional traders as well as suppliers, and is a campaigner for sustainable management in the own company. For Lunor, founding an own manufacture was the next logical and consistent step for developing the company. Simon Dietzfelbinger sums up this thought: “It is meaningful for us to contribute to sustainable products from Germany. Fair produced and manufactured with so much craftsmanship that they will survive many years.”

Detailed information:

Glasses by Lunor are available at select stockists worldwide.
About Lunor

Classic Round AG
Material: Metal
Color: Antique Gold

Classic Round AS
Material: Metal
Color: Antique Silver

Classic Round GP
Material: Metal
Color: Gold

Classic Round PP
Material: Metal
Color: Silver
Lunor AG is appreciated by spectacles aficionados as a manufacturer of quality. In this, understatement not only characterizes the design of the brand but is also the unspoken mission statement of the company. As a highly specialized glasses manufacturer with an extensive range, Lunor has been producing German-made vintage glasses for over 25 years, gaining international appreciation in the process.

Stars such as Daniel Craig, Johnny Depp, Meg Ryan and Uma Thurman have all been seen in their Lunor glasses. Apple founder Steve Jobs was also a big fan of the German premium brand. The rimless glasses that he wore without fail for 14 years originated with Lunor, advancing from a niche model to achieve cult status.

The collection also includes antique-looking metal rims, titanium frames, sunglasses and a broad range of acetate frames in retro design. The creation of each frame requires up to 200 individual steps. This attention to detail is appreciated worldwide. Markets with the strongest sales include the US, South Korea, France and Japan. Further information can be found at www.lunor.com or at the contact details below.