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NATHALIE BLANC
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still photos **RAPHAEL SCHMITZ**, campaign image **NATHALIE BLANC**

COLORSTALGIA MEETS *Calligraphy*



The "Romy" – almost a sacred masterpiece and the result of years of design expertise. However, only recommended to strong personalities.



NATHALIE BLANC
»Jeannine«



»Eleonore«

NATHALIE BLANC 2022 HIGHLIGHTS

With every new product, Nathalie Blanc reveals something about her own personality. That's why both her vibrant new collection Colorstalgia and her collaboration with calligrapher Nicolas Ouchenir are intimate journeys into the mind of the French designer. To find out more about the creative process and the frames, we decided to ask Nathalie a few questions.

THE NEW COLLECTION **COLORSTALGIA**

Hi Nathalie, the current NATHALIE BLANC collection is accompanied by a new campaign. What is it about?

In this campaign I take you on an initiatory and celestial journey: a tribute to freedom and modernity. It's a vibrant and dizzying campaign that invites us to reconnect with colors in a new way.

The motto of the campaign is *Colorstalgia* – what a nice word creation. Can you elaborate what it means?

Colorstalgia is a new word we created to explain the nostalgia of the colors of the past from which we will draw inspiration to create a brighter future. Like an autobiographical journey, it is linked with my childhood, with the shapes and colors of the glasses I discovered at that time. It's about ageless shapes that connect vintage and trendy while breaking rules in terms of material, space and color.

Why do colors play such a big role for you?

I decided to rework the vintage style with verve. The colors are heightened and well-balanced by the interplay of materials and shapes. Many times, the color permits us to reveal the material and its shades. Therefore, this collection is a tribute to the past to draw in each of our memories and create a new history and rhythm together.

The color themes also play an important role on the actual products of the collection. Can you explain what we're seeing there?

Perhaps this sounds strange to some, but colors don't fit every design. You need to test and find the perfect color you will put on each design. For this collection we can find a lot of blue, red, green, yellow



NATHALIE BLANC
»Annick«



»Paule«

and pink. We also have regular tortoiseshell that I decided to twist with touches of colors reminding me of nature.

Many of the models also play with transparencies...

In my new collection, translucent is gaining power by associating itself with new hues. You can see how powerful they are and how translucent doesn't mean invisible. In fact, I've always been fond of translucent acetates and I've been using them since my first collection. I love how they capture the light and brighten the face of the wearer. I have a lot of frames that play with transparencies. I began with nude hues and now I dare to use more and more colors. I decided to take a risk using this transparency with colors I am familiar with but never used before.

What else provides you with inspiration for collection design in general?

My travels, my families and design inspire me. I believe that design is very close to eyewear. Designers sometimes have big challenges since they have to combine aesthetics with comfort objects, like eyeglasses or sunglasses. Maybe that's the reason I'm fond of design and art. My new collection is based on the 60s style. I use bright and catchy shapes, sometimes new materials. Or rounded, curved or geometric shapes combined with smooth and polished materials. Above all, everything's flashy and colorful.

The low-set temple is also very remarkable, for instance on the »Germaine« model, also pictured in the ad. What does it signify?

As Coco Chanel said: "Fashion is perpe-

tual renewal". »Germaine« is the perfection of this collection. Vintage is trendy and never gets old nor boring. You know, when I show this frame to people, they all have the same reaction and tell me they find it funny – “This frame is upside down. Which way should I wear it!?” This kind of amazement was exactly the reaction I was looking for. It’s true that this shape was well known at the time. It’s really vintage but I think it will never be out of date. This frame awakens curiosity and is really a must-have, especially for the new generation, which is totally into this trend.

Would you say that the new collection reflects even more of your personality than the previous ones?

I think that the older we get, the more we define and reveal our personality. With time, you learn to know yourself better, to understand what you want or what you don’t want. I am not the same person I was seven years ago. Even though my first collection is still matching with me now, I’m not sure me from seven years ago would have designed the new collection. With each collection, I reveal myself. But each collection also shows me what I am made of.

The styles – also in the optical collection – are very striking, so nothing for the reserved wearer, right?

While we do play with colors, we also have regular tortoiseshell and black. We have thin metals and acetate too. Our selection includes something to fit every taste!

COLLABORATION WITH NICOLAS OUCHENIR

Together with the artist and calligrapher Nicolas Ouchenir you created a collaboration model. Why did you choose Nicolas for this project?

I chose Nicolas because we felt a creative connection at first sight. He is such a talented person, always busy and full of ideas. I had the feeling that we had to create something together and shared the same ideas. Nicolas is used to working with renowned high-end fashion and luxury brands so it was really natural for us to work together.

What’s special about the glasses?

The development of these glasses was really complicated. In fact, we encountered various technical problems. First, Nicolas tried to engrave them several times and it was difficult to choose the right thickness of the drill. Then, the blue pigment above the engraving barely stuck to the frame. But we found solutions.

What’s magical about these sunglasses is that they will be 100% unique, as Nicolas will engrave each frame by hand. Also, the shape is special for MAISON NATHALIE BLANC. It’s the first time I’ve created a mask shape in my collections. I chose to do a very pure frame in order to let Nicolas express himself. As always, the product is bold but incredibly weightless, there is a real contrast between the size of the frame and the weight!

In which colors will the model be available?



This avant-garde “mask” frame comes in three colors. The colors are natural – we made a grey-blue, a brown and a black. The pigment that will be put on the temples will be the special blue we call “Ouchenir”.

To what extent does calligraphy play into the product design?

I love the fact I can offer my clients a really unique frame. The product is calligraphed by Nicolas himself, so each one of them is different. As calligraphy is an art, our frame is a piece of art.

How limited will the production be?

This collaboration is a 300-piece limited edition. Each pair of sunglasses will be displayed in a beautiful box along with an eyewear case and an exclusive drawing pen. ▽

www.nathalieblancparis.com



This frame will only make 300 people happy: the collabo model signed by Nicolas Ouchenir.