

# INNOVATION WITH NO LIMITS



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## McLaren Technological Luxury

photos **RAPHAEL SCHMITZ**

Please fasten your seat belts! The new styles from MCLAREN VISION make a strong statement. True to the motto 'Innovation with no limits', the brand pushes the boundaries at a fast pace, much like the race cars of the same name. The resulting styles are equally exhilarating.

For MCLAREN, it's paramount not to base technical features on pre-established norms. Just the opposite: The designs aim to disrupt and act as game changers in the eyewear segment, while defining an entirely new approach. Technological Luxury, as the brand calls it.

With that said, the 16 optical styles and 13 sunglasses from the Ultimate and Super Series are aimed at men with high standards and appreciation for technical finesse.



### Ultimate Series

The structure of the front sections on the Ultimate Series is created by 3D-printing in titanium. This approach guarantees lightness and high comfort of wear.

The technical hinge also underlines the high standards at MCLAREN, "anything is possible". The temples are rotated by 180 degrees and then folded compactly for secure and easy storage. The hinges also guarantee constant pressure on the face while worn. This type of rotational motion may be unusual for wearers at first – like doors on a sports car opening upwards – but the useful technology quickly becomes a habit.

On the temples, a cover from thermoplastic polymer on the metal core creates unparalleled comfort. Long-lasting and intense coloring is achieved via PVD coating on the front and temples.

With so much advanced momentum, it's no surprise that the jury in Paris awarded a *Silmo d'Or* for *Technological Innovation* to the collection.

### Limited Edition

#### »Onesec Electrochromatic«

Hold on to your seats! The »Onesec Electrochromatic« is a turbo charged MCLAREN frame with a twist. Limited to 500 pieces, these sunglasses automatically adjust to surrounding light conditions. And super-fast! Thanks to a light sensor and cell, the LCD technology lenses change their filtration in less than 1 second, much faster than any photochromatic models. Bringing the connection to automobiles full circle, this technology was created to provide the ultimate driving experience.



*High tech in a limited edition: An electric light sensor automatically darkens the mineral lenses of the »Onesec Electrochromatic« within seconds when light increases.*





**MCLAREN**

»MLSGP006«



»MLSGP001«



»MLSUP024«

### Super Series

Models in the *Super Series* also feature the 180° rotative hinges and elastomer temples. The seven optical styles and three sunglasses maintain the level of comfort of the Ultimate Series fully.

The difference? In the *Super Series*, the front sections are also created via 3D-printing but from PA12 Graphite as a raw material. The material is 24% lighter than conventional acetate and allows for sculpted frames at ultra-low weight. ▽

[www.mclaren.com](http://www.mclaren.com)

*In MCLAREN frames, the temples are not folded in, but twisted. This allows for storing eyeglasses more safely and compact.*

