



# GIORGIO VALMASSOI

OCCHIALI 1971

2015 Brand Book

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



# GIORGIO VALMASSOI

## OCCHIALI 1971

Giorgio Valmassoi is a man who dedicates his life not to a job, but to a passion. The outcome of what is done with passion, be it a product or a service, becomes something unique and original because that is transmitted in what we do and how we do it. This is the secret of a small family company that is known all over the world.

Since 1971 their glasses have been synonymous with style, elegance, quality and comfort. Giorgio Valmassoi says that these are the elements that guarantee customers complete product satisfaction which is the real secret of his success. His passion and values were handed down to his children who follow in his footsteps by bringing new ideas and technology to satisfy their client's needs.

The Giorgio Valmassoi 1971 Collection brings all our most successful products together: a tribute to the man, his story, and everything he has done and continues to do. In a word: Timeless.

# GIORGIO VALMASSOI

## OCCHIALI 1971

Only the finest materials are used in each creation:



**Mazzucchelli**

- MAZZUCCHELLI 1849 Cellulose Acetate
- LASER ENGRAVING  
Precision manufactured lasers delivers the highest possible laser engraving performance, filled with silver painting
- HIGH PERFORMANCE SPRING HINGES 1971 and GV's Details Material Nickel Silver
- "THE SIGNATURE"  
The final touch for each creation. Giorgio Valmassoi's signature is permanently inserted inside the right temple's tip



# GIORGIO VALMASSOI

## OCCHIALI 1971



### GIORGIO VALMASSOI CASE BOX FEATURES:

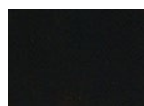
- BLACK SHOPPING BAG WITH SILVER LOGO
- HINGED HARD CASE WITH DEBOSSSED SYMBOLS; FELT INTERIOR WITH LOGO; BLACK SYNTHETIC SAFFIANO LEATHER SCRATCH RESISTANT. INCLUDES MICROFIBER CLEANING CLOTH. CASE DESIGNED EXCLUSIVELY FOR GIORGIO VALMASSOI 1971.
- TWO PIECES OF MAZZUCHELLI'S CELLULOSE ACETATE WHICH HAVE BEEN CUT FROM THE FRAME'S FRONT DURING THE INITIAL PHASE OF MANUFACTURING - TO EXPERIENCE FIRST HAND THE QUALITY AND DURABILITY OF THE FRAME.
- STANDARD POP MARKETING MATERIALS
- COUNTER CARDS (12 X 8 IN)
- COUNTER CARDS (16.5 X 12 IN)
- BANNER (Multiple image options)
- SMALL ACRYLIC PLAQUE (5 X 2.5 X 7.5 IN)



FRAME (Size: 46-20mm | B: 38mm | Temple: 145mm | Material: Cellulose Acetate)  
 FRAME (Size: 48-20mm | B: 39,7mm | Temple: 145mm | Material: Cellulose Acetate)



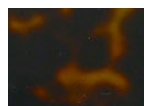
## COLORS



C02  
Black



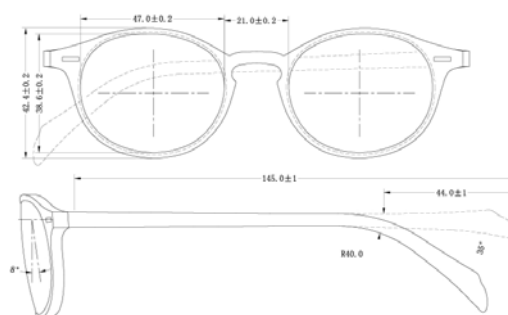
C199  
Dual Shade



C699  
Red Havana



C703  
Honey Havana



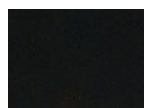




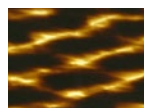
FRAME (Size: 51-19mm | B: 38,2mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



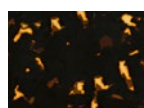
C02  
Black



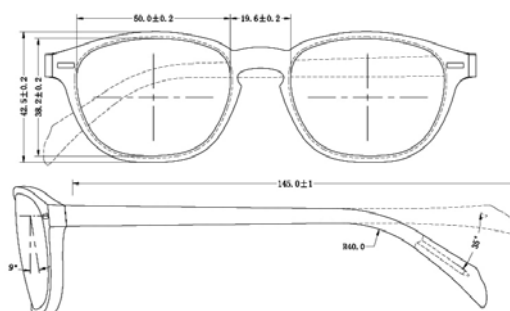
C192  
Vintage Havana



C685  
Tortoise Shell



C724  
Dark Havanna

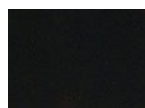




FRAME (Size: 49-19mm | B: 39,3mm | Temple: 145mm | Material: Cellulose Acetate)



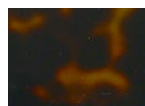
## COLORS



C02  
Black



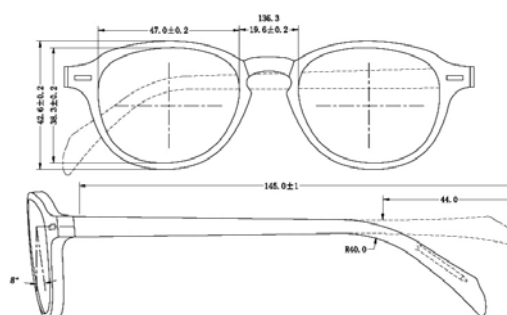
C199  
Dual Shade



C699  
Red Havana



C723  
Newstalgia





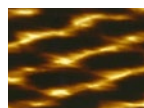
FRAME (Size: 52-19mm | B: 36,2mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



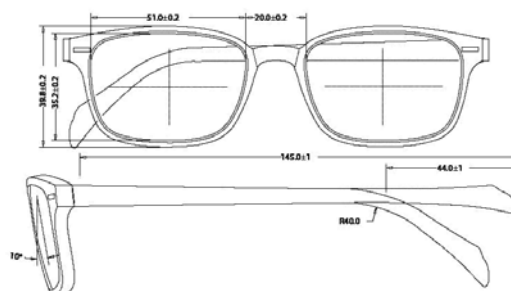
C192  
Vintage Havana



C199  
Dual Shade



C685  
Tortoise Shell

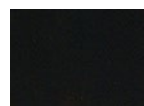




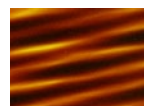
FRAME (Size: 49-19mm | B: 38,1mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



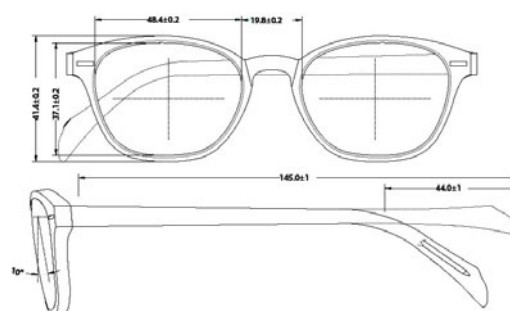
C193  
Striped Havana



C703  
Honey Havana



C724  
Dark Havana



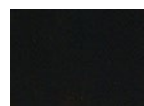




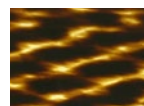
FRAME (Size: 51-19mm | B: 37,5mm | Temple: 150mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



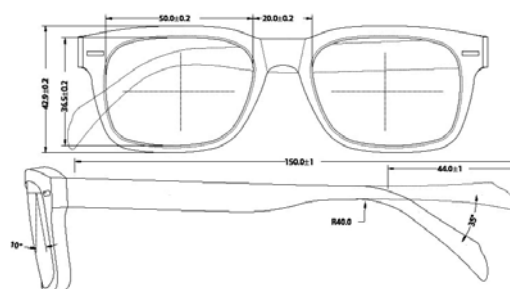
C192  
Vintage Havana



C685  
Tortoise Shell



C724  
Dark Havana

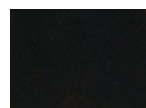




FRAME (Size: 48-19mm | B: 39mm | Temple: 145mm | Material: Cellulose Acetate)  
 FRAME (Size: 50-19mm | B: 39,4mm | Temple: 150mm | Material: Cellulose Acetate)



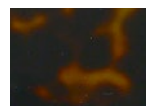
## COLORS



C02  
Black



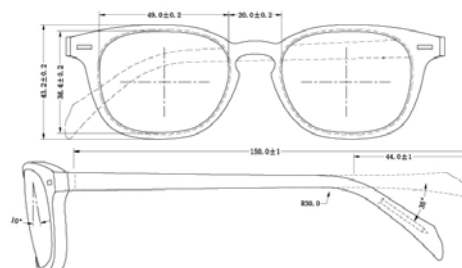
C199  
Dual Shade



C699  
Red Havana



C703  
Honey Havana





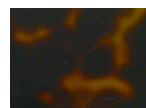
FRAME (Size: 49-20mm | B: 34,6mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



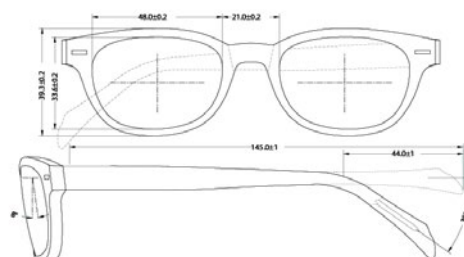
C699  
Red Havana



C723  
Newstalgia



C724  
Dark Havana

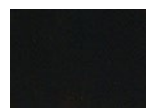




FRAME (Size: 48-20mm | B: 39,9mm | Temple: 145mm | Material: Cellulose Acetate)  
 FRAME (Size: 50-20mm | B: 51,6mm | Temple: 150mm | Material: Cellulose Acetate)



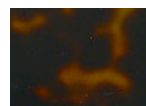
## COLORS



C02  
Black



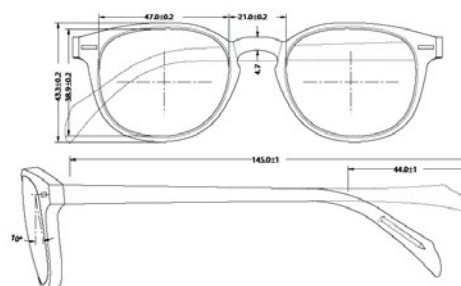
C199  
Dual Shade



C699  
Red Havana



C703  
Honey Havana



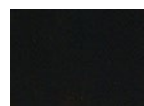




FRAME (Size: 49-20mm | B: 39,5mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



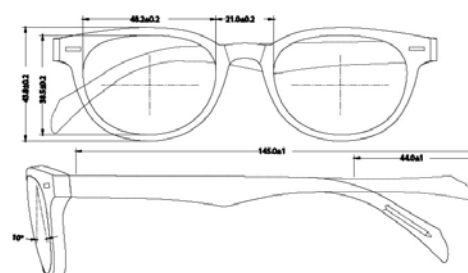
C199  
Dual Shade



C685  
Tortoise Shell



C724  
Dark Havana

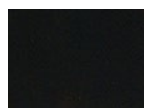




FRAME (Size: 53-17mm | B: 40mm | Temple: 150mm | Material: Cellulose Acetate)



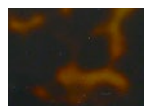
## COLORS



C02  
Black



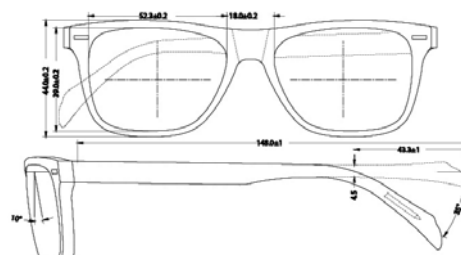
C199  
Dual Shade



C699  
Red Havana



C703  
Honey Havana





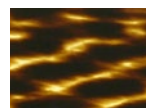
FRAME (Size: 48-18mm | B: 32mm | Temple: 145mm | Material: Cellulose Acetate)  
 FRAME (Size: 50-19mm | B: 33,3mm | Temple: 145mm | Material: Cellulose Acetate)



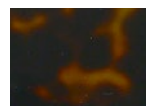
## COLORS



C02  
Black



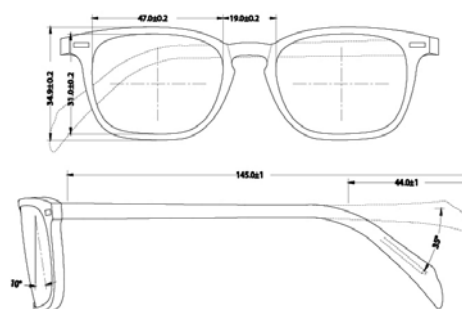
C192  
Vintage Havana



C699  
Red Havana



C703  
Honey Havana

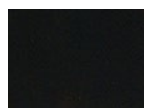




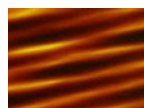
FRAME (Size: 49-20mm | B: 39,5mm | Temple: 145mm | Material: Cellulose Acetate)



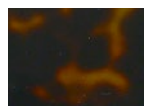
## COLORS



C02  
Black



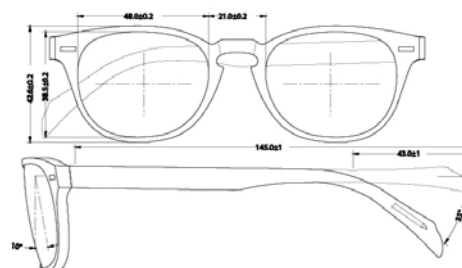
C193  
Striped Havana



C699  
Red Havana



C703  
Honey Havana



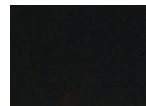




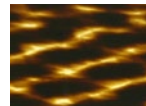
FRAME (Size: 50-19mm | B: 32,2mm | Temple: 145mm | Material: Cellulose Acetate)  
FRAME (Size: 52-20mm | B: 33,5mm | Temple: 150mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



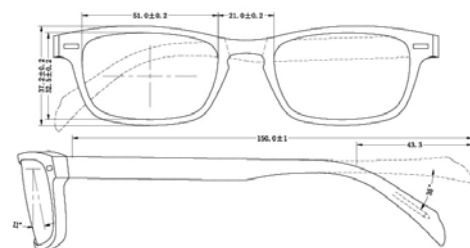
C192  
Vintage Havana



C199  
Dual Shade



C703  
Honey Havana

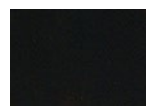




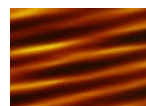
FRAME (Size: 47-23mm | B: 42,1mm | Temple: 150mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



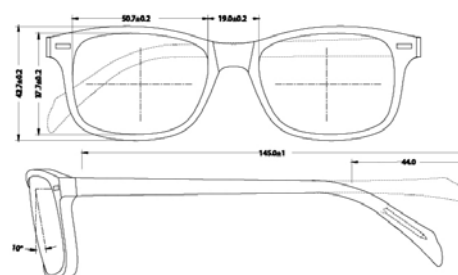
C193  
Striped Havana



C723  
Newstalgia



C724  
Dark Havana

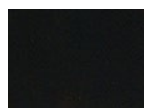




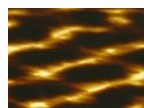
FRAME (Size: 52-18mm | B: 38,7mm | Temple: 145mm | Material: Cellulose Acetate)



## COLORS



C02  
Black



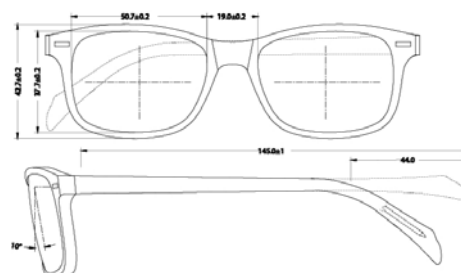
C192  
Vintage Havana



C703  
Honey Havana



C724  
Dark Havana

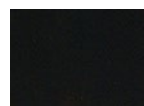




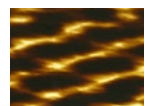
FRAME (Size: 47-20mm | B: 40mm | Temple: 145mm | Material: Cellulose Acetate)  
 FRAME (Size: 49-21mm | B: 41,7mm | Temple: 150mm | Material: Cellulose Acetate)



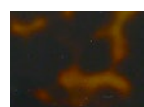
## COLORS



C02  
Black



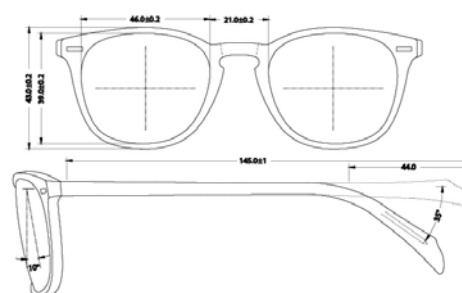
C192  
Vintage Havana



C699  
Red Havana



C703  
Honey Havana









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