

RETROSUPERFUTURE®



Since its inception, Retrosuperfuture's goal was to develop high quality eyewear. Founded in Italy in 2007, Retrosuperfuture has established itself as one of the eyewear trend leading companies, producing its line of eyewear.

Founded by Daniel Beckerman, Retrosuperfuture has become highly popular for its eclectic collection of colorful sunglasses.

Starting from a classic, clean silhouette, Retrosuperfuture has gradually built up its impressive collection, currently composed of a long list of timeless yet cutting edge shapes. Silhouettes like the Flat Top, Ciccio, América, W, or distinctly feminine models like the Lucia and Drew, have become staples of Retrosuperfuture's collections. Retrosuperfuture now stands as one of the most fearless contemporary eyewear companies.



Entirely hand made in Italy, Retrosuperfuture collaborates with some of the world's best eyewear manufacturers, known for their experimentation with new production techniques, finishings, materials and detailing. By teaming with exclusive lens companies like the German ZEISS and the Italian Barberini, Retrosuperfuture eyewear was added a layer of quality eye-protection perfect for an extended everyday use.

Recognized for its distinctive mix of eclectic aesthetics and beyond exceptional manufacturing quality, each new Retrosuperfuture collection consists of a selection of silhouettes developed through constant research of references, materials, finishings, colors, textures and shapes.

Retrosuperfuture's iconic products are a continuous source of inspiration and the result of a playful interpretation by the brand's creative team.



Classic

Ciccio



2011 Campaign
Photography by Jonathan Lether





Lucia

Drew Mama



2011 Campaign
Photography by Jonathan Lether



Flat Top



Giaguaro

Retrosuperfuture optical collection is a mix of high-creativity and refined function, designed through a meticulous process of innovation and research in resistance and lightness of materials.

FW18 Campaign
Shot by Sean Michael Beolchini



SS18 Campaign
Shot by Sean Michael Beolchini



SS17 Campaign
Shot by Sean Michael Beolchini



FW17 Campaign
Shot by Ilaria Orsini



Tuttolente is the latest addition to Retrosuperfuture eyewear collections. Literally meaning 'all-lens' it eliminates acetate and metal frame by moulding the ZEISS lens-material into a unique structural silhouette.

F/W 2016 Campaign
Photography by Francesco Nazardo



Retrosuperfuture has developed a series of special projects, teaming up with some of the most creative contemporary brands.

GOSHA RUBCHINSKIY



Off-White™



Andy Warhol



MARQUES / ALMEIDA

paco rabanne



SUNNIE

A.P.C.



carhartt[®]
WORK IN PROGRESS



FUTURE

Mark Gonzales



Retrosuperfuture has been the eyewear choice for a number of celebrities that have all spontaneously decided to wear the brand's sunglasses.



Beyoncé



Lady Gaga



A\$AP Rocky



Michael Fassbender



Snoop Dogg



Kanye West



Pamela Anderson



Gigi Hadid



Yoko Ono



Giorgio Moroder



Nicki Minaj



Cristiano Ronaldo



Tyga



Rihanna

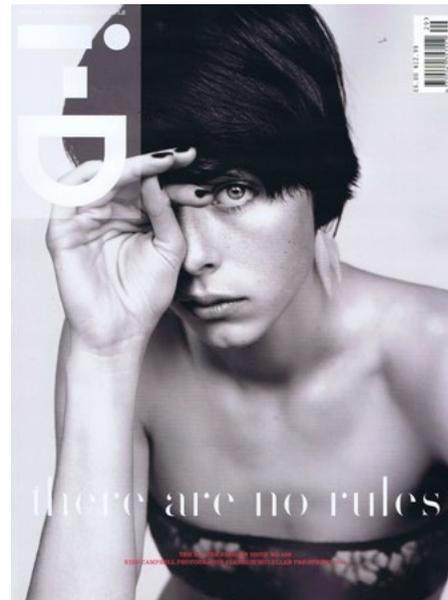
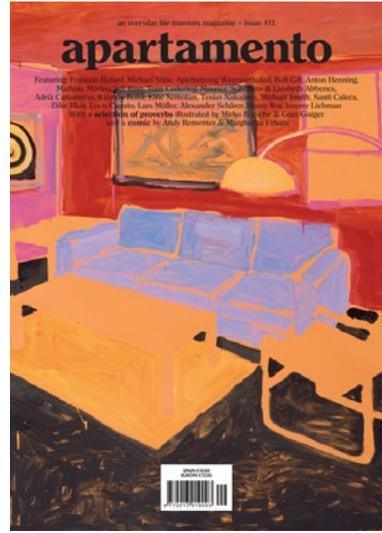


Dua Lipa



Daddy Yankee

Retrosuperfuture was featured on the best magazines, press and blog worldwide, from independent to most institutional.





Gosha Rubchinskiy Reunites With RETROSUPERFUTURE for Spring/Summer 2018

Taking on two of the eyewear brand's frames.

By Jack Stanley / Feb 26, 2018 / Fashion

6,126 Hypes 0 Comments



Hypebeast



Lily Walker (M + P) backstage at Marques'Almeida SS15. Photography Fernando Uceda

Marques' Almeida SS15

FASHION - SHOW

Drawing on the agony and euphoria of youth, Marques' Almeida deliver their most personal collection to date - inspired by the difficult poetry of PJ Harvey

Dazed



RETROSUPERFUTURE Debuts the Sleek & Sharp "Fred" Sunglasses

By Ranz Offici in Style / Apr 16, 2018 / 21 Shares / 0 Comments

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Vision: i nuovi occhiali da sole firmati Retrosuperfuture

Il brand italiano leader dell'eyewear presenta Vision

Vogue Italia

The first brand's Flagship store opened in the heart of Manhattan in New York City and offers the most complete selection of Retrosuperfuture eyewear and accessories.

After the success of its first store in New York, Retrosuperfuture has opened an additional dedicated retail space in Los Angeles.



New York

21 Howard Street
10013 New York NY

New York

21 Howard Street
10013 New York NY





Los Angeles

3531 Sunset Boulevard
90026 Los Angeles CA

The distribution network has significantly grown in the past years becoming immediately global and amongst the most representative brands of the cutting-edge culture and fashion in the most important cities of the world.



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