

## FRAME CHANGERS: NARDI LUNETIER & ERIC GIROUD'S MADE-TO-MEASURE SUNGLASSES

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Some figures in the watch industry seem to be synonymous with the clothes they wear and the objects they carry about on their person just as much as the timepieces they create. For example, an inseparable part of Philippe Dufour's persona is the pipe he puffs on at his bench.

As for designer extraordinaire Eric Giroud, it would be hard to imagine the enigmatic La Chaux-de-Fonds native without his signature pair of large-rimmed glasses. Yet, despite his design accomplishments (including watches, jewelry, writing instruments, furniture, phones, and computer screens), Giroud has never designed a pair of glasses. Until now, that is.

Enter the hand-crafted, made-to-order sunglasses co-designed by Nardi Lunetier and Eric Giroud.

### PERFECT LOOK AND FIT

At the beginning of 2023, Giroud was contacted by Silvio and Fabio Leonardi, the sibling founders of Nardi Lunetier, a bespoke eyewear atelier offering customers the perfect look and fit as well as the utmost quality in glasses.

Started three years earlier, when Silvio (a trained optometrist) and Fabio (a quality control manager in the Swiss watch industry) decided to combine their expertise after becoming frustrated with the lack of choice offered by existing eyewear brands, today, Nardi Lunetier is Switzerland's sole maker of made-to-measure eyewear created entirely in-house from A to Z, bar the lenses.

However, when the brothers first started out, they wanted to use social media and influencer marketing but ran into a problem. "There weren't any eyewear influencers on social media we found appropriate," explained Silvio.

IN A BID TO CREATE AN EYE-CATCHING PAIR OF SHADES EXUDING CLASSIC MOVIE-STAR COOL, SWITZERLAND'S ONLY MAKER OF BESPOKE, HAND-CRAFTED EYEWEAR, NARDI LUNETIER, HAS TEAMED UP WITH THE CELEBRATED WATCH DESIGNER ERIC GIROUD. IT'S AN UNLIKELY PAIRING, BUT ONE, WE'RE HAPPY TO SAY, PAID OFF.





*“Instead, we thought about talented people who wore glasses that we admired, who are influential in their sphere, and approached them, offering to make them a pair of custom-designed glasses,”* Silvio continued. Thus, the Swiss-born brothers set about developing a network of “friends” composed of musicians, auctioneers, graphic designers, and boutique owners. Plus, a certain celebrated watch designer.

So, when the Leonardi brothers approached the Geneva-based Giroud asking if they could create a pair of glasses for him, he agreed. Then, over several visits to the Nardi Lunetier workshop/boutique in Lausanne, the brothers took measurements of Giroud’s face and asked manifold questions. Giroud even laid out all the glasses he had been wearing on a table so they could get a solid grasp of his taste and style and left the final design to the brothers. *“I wear these glasses every day now,”* Giroud said.

#### GREAT MINDS THINK ALIKE

So impressed was Giroud with the Leonardis’ savoir-faire, and so enjoyable was the experience for all three that they began discussing collaborating on a co-signed pair of high-end sunglasses. *“I had never designed a pair of glasses,”* Giroud told Watchonista. *“But for me, there’s a difference between designing a pair of everyday eyeglasses and a pair of sunglasses. [Sunglasses] are a freer territory of expression.”*

All three independently researched the type of sunglasses they hoped to co-create. But when they shared their ideas, they discovered an uncanny consensus. *“Incredibly, we all had the same idea,”* recalled Giroud. *“We all wanted to create a pair of generously-framed sunglasses that you might see in classic cinema from the 1960s and ‘70s.”*

#### EYEWEAR ARTISTRY

To turn the trio’s collective vision (pun intended) into a reality, the Leonardi brothers followed the process they usually employ when making bespoke glasses: turning hand-drawn sketches into 2D plans on a computer, then, after cutting out a series of 3D mock-ups from PVC foam, they hone and perfect the design by hand, before moving on to working with the actual material. *“The [PVC foam] just gives them the frames’ raw profile,”* explained Giroud. *“Where the Leonardis really excel is in finessing the final shape and surface of the rims and temples by hand. They add angles, curves, and lines using hand-held files and buffs. These touches create a play of light and really bring the glasses to life.”*

Even at the endpieces, where the temples meet the rims, these frames form a seamless, perfect angle, which is a big deal. To put it in terms that watch geeks will understand, if this were hand-finishing on a watch movement, it would be on par with Akkrivia or Voutilianen. *“In just a short time, these sunglasses have become one of our bestsellers,”* added Fabio Leonardi. *“We’ve already begun talking about doing a second collaboration with Eric!”*

The Nardi Lunetier x Eric Giroud sunglasses are offered in black recycled cellulose acetate and measure 46mm in height and 151mm in width, with a 17mm bridge and 150mm temples. Pricing starts at CHF 1,150, with 85% green tint lenses by Optiswiss priced at CHF 100. Customized sizing, alternative frame materials (including tortoise-shell cellulose acetate), and additional lens options are all available for a supplement.



Eric Giroud (above) visiting the Nardi Lunetier workshop and boutique in Lausanne, Switzerland. Fabio Leonardi (below, middle) putting the final touches on some newly created Nardi x Giroud frames.

