

Introducing “JINS Design Project” That Teams Up with World’s Leading Designers to
“Design Glasses from Their Essence”

**- First Installment in Collaboration with Jasper Morrison
Available in Stores Since October 12, 2017.-**



JINS Inc. (Tokyo Head Office: Chiyoda-ku Tokyo, President: Hitoshi Tanaka, here on forth referred to as JINS) is pleased to initiate the “JINS Design Project” under the concept of “re-questioning the definition of eyewear to design eyeglasses from their very essence.” The first installment designed in collaboration with world-renowned product designer Jasper Morrison, will be available in JINS stores throughout Japan and on the JINS Online Shop (<https://designproject.jins.com/jp/en/>) from October 12, 2017.

-JINS Engages in Enriching People’s Lives through the Multifaceted Approach of Product, Store, and Office Design

Since entering the eyewear business in 2001 with the vision to “Magnify Life” to expand and enrich people’s lives, JINS has continued to bring innovation to the industry including its development of a new market for “functional eyewear through the introduction of “JINS SCREEN (formerly JINS PC)” that serves to reduce computer-related eye strain. JINS has also constantly engaged in new efforts in the aspect of design, working with the world’s leading architects and designers in designing its stores including the likes of Sou Fujimoto, receiving the “Ministry of Economy, Trade and Industry Award” at the 28th Nikkei New Office Awards for its excellence in office design, teaming up with the world’s leading architects such as Toyo Ito, Kazuyo Sejima, and Shingo Fujimori. Through such collaboration with various brands, artists, architects, and creators, JINS has devoted itself to creating new value by expanding and exploring the possibilities of eyewear design.

-JINS Continues to Work in Collaboration with the World’s Top Designers

The newly initiated JINS Design Project is an effort to create glasses that hold value and relevance in the future through means of reconsidering eyewear design from its very essence and reconstructing them from their shape and materials. The first installment of the project welcomes Jasper Morrison, recognized as one of the most influential product designers in the world, with a reputation for producing works that harbor a basic yet universal appeal. Through this project, JINS plans to continually release products in collaboration with the world’s leading designers.

-The First Installment Collaborates with Jasper Morrison on his First Eyewear Collection

Morrison, who works across a variety of fields spanning from furniture to tableware, household appliances and stationery, and providing designs for bus stops and trams, has received high acclaim for creating products that blend into daily life and for realizing designs that continue to be cherished and appreciated over time. Morrison's attitude of exploring and considering designs that are both basic and become presences that better accommodate those who use them had resonated with JINS' ideology to "Create new standards," and thus resulted in realizing this collaboration. Although Morrison himself wears eyeglasses on a daily basis, this project marks his first ever engagement in eyewear design.

-The "Ultimate Basic" Realized through Extensive Research and Refinement

In formulating the designs for this project, Morrison first started by engaging in extensive research. He looked at the eyeglasses that he himself usually wears alongside gathering images of people wearing eyewear from newspapers and magazines in order to closely consider the forms and sizes of eyeglasses. This process had resulted in the walls of his studio becoming filled with silhouettes of various eyeglasses. Based on his research, Morrison continued to work in refining the form of his designs, repeatedly examining and making detailed improvements in 0.2 mm increments to summarize the history of the many preexisting typologies of eyeglasses within them. He describes this method as sharing commonalities with his previous involvement in designing cutlery. The eyeglasses that have been created in this way are devoid of any unnecessary excess and become universal designs that embody "the ultimate basic" of the future that is suitable for all persons.

The lineup consists of 4 types of eyeglasses in 16 different varieties. "JINS SCREEN (formerly JINS PC)" (25% CUT: 3 types, 16 varieties; 25% CUT KIDS: 1 type, 4 varieties; 40% CUT: 2 types, 8 varieties), the functional eyewear effective in cutting blue light and reducing computer-related eyestrain, has also been newly designed by Morrison.

-Designs with an Attention to Each and Every Detail

The frames that convey Morrison's designs through continued improvements to size and form in as little as 0.2mm units are shaped in ways that suit everyone regardless of gender, age and race, and become eyeglasses that can be cherished over time. In addition, the nose pad is designed in a different shape for each frame, and by minimizing the thickness while ensuring comfort, creates a more natural impression when viewed from the front. The temple embodies a balance between a simplistic yet beautiful form and a natural feeling when worn. Furthermore, the parts for the hinge connecting the front and the temple have been newly developed to create a more cohesively integrated finish. The colors have also been carefully considered to fit well with people's skin tones, such as types with a shiny surface on its front having a matte finish on its reverse.

About Jasper Morrison



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Morrison was born in London in 1959, and studied design at Ravensbourne College, Kingston Polytechnic, Royal College of Art and Hochschule der Kunst in Berlin. In 1986, he opened his Office for Design in London. He designs an ever-expanding range of things at his studios situated in London, Paris and Tokyo for companies including Vitra, Flos, Muji, Rushi Ryohin, and Maruni. Morrison has published several books with Lars Mueller Publishers and worked on a variety of exhibitions at his shop in London and in museums and galleries around the world.

*Photo: Jasper Morrison featured wearing the Wellington Matte Brown Demi.

"Designing for a fresh subject is always an exciting and pleasurable experience. Since I had never designed spectacles before, I was very interested in taking part in the JINS Design Project. In designing spectacles, even a 0.1-millimeter difference can have a significant impact on the expression of the object. This is why I wanted to really thoroughly engage with the design. I wanted to design something that was much more subtle yet not too simple, trying to do something that was fitting for the human face. At the same time, I hoped to create spectacles like we have never had before." (Jasper Morrison)

JINS BASIC Product Details

Product Name	JINS BASIC
Lineup	4 types, 16 varieties
Release date	October 12, 2017
Price	5,000 yen (+tax) *includes price of prescribed lenses
Accompanying accessories	eyeglass case, cleaning cloth
Stores	Available in JINS stores throughout Japan, JINS Online Shop (https://designproject.jins.com/jp/en/)

Wellington Type

Appropriating a smaller and more rounded design than the standard Wellington to create a subtle impression



Matte Brown Demi



Light Brown Demi



Matte Black



Smokey Pink

Square

The brow-line in the front lowers toward the corner of the eyes to create a shape that suits Japanese people



Matte Brown Demi



Light Brown Demi



Matte Black



Light Grey

Icon

While with a slightly thick frame, the size has been adjusted carefully to suit both men and women



Matte Brown Demi



Light Brown Demi



Matte Black



Light Grey

Boston

The decorative keyhole design in the front has been removed to create a more universal appeal



Matte Brown Demi



Light Brown Demi



Matte Black



Smokey Pink

JINS SCREEN Product Details

Product Name	JINS SCREEN Package Type
Line-up	25%CUT: 3 types, 16 varieties; 25%CUT KIDS: 1 type, 4 varieties; 40%CUT: 2 types, 8 varieties
Blue light Cut Rate	25%CUT, 40%CUT <small>*Numerical value based on EN ISO 12312-1: 2013 / refractive index 1.60, numerical value of the center wall thickness 2.0 mm</small>
Release date	October 12, 2017
Price	5,000 yen (+tax) / KIDS 3,000 yen (+tax) (package type, nonprescription lenses)
Accompanying accessory	exclusive soft eyeglass case
Stores	Available in JINS stores throughout Japan JINS Online Shop (https://designproject.jins.com/jp/en/)

	25%CUT		40%CUT
Blue Light Cut Rate			
Price	¥ 5,000 (+tax)	¥ 3,000 (+tax)	¥ 5,000 (+tax)
Lineup	3types, 16variations	1types, 4variations	2types, 8variations