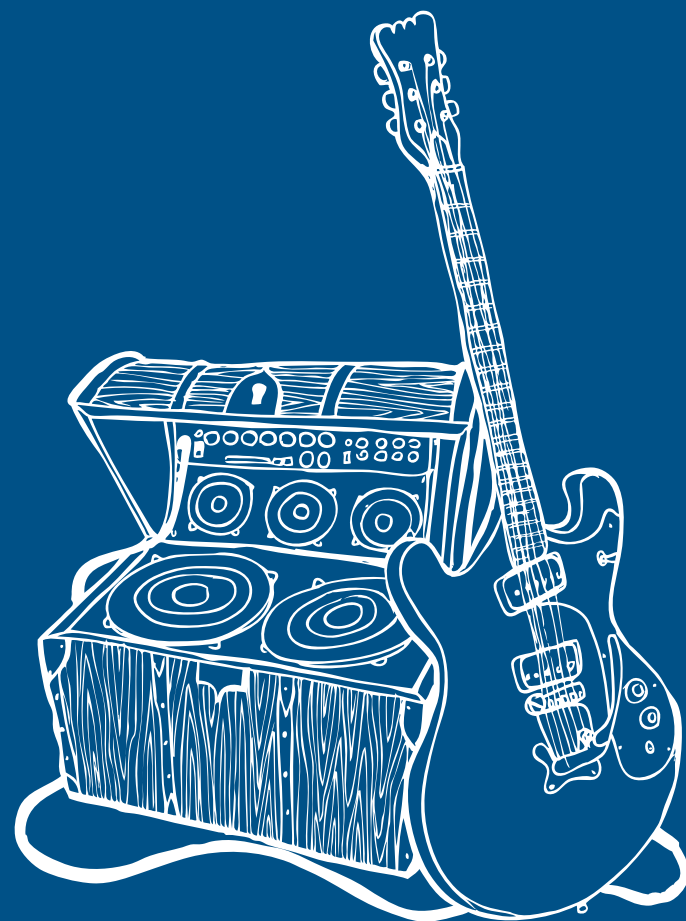




PAUL FRANK INDUSTRIES

EYEWEAR

2009



PAUL FRANK INDUSTRIES

IN 1995 A SMALL HUNTINGTON BEACH GARAGE WAS BUZZING WITH ACTIVITY. FRIENDS WERE BUSY HAND SEWING WALLETS AND HANDBAGS WITH SCRAPS OF NAUGAHYDE. CHARACTERS WITH WHIMSICAL NAMES LIKE JULIUS AND SKURVY WERE CREATED TO DECORATE THESE ACCESSORIES, ORIGINALLY MADE AS GIFTS. LITTLE DID THIS SMALL COLLECTIVE KNOW, THE UNPRECEDENTED EXCITEMENT AND INTEREST IN THESE ADORABLE CHARACTERS WOULD SOON THRUST THEIR LITTLE COMPANY TO OVERNIGHT SUCCESS.

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HANDMADE EYEWEAR

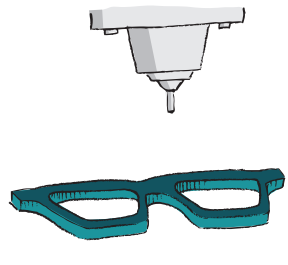


STEP ONE: DESIGN

Our design staff, at Paul Frank, prides themselves on creating attributes that are unique to each brand. We refuse to find influence in other collections, but rather look to furniture, architecture, and the depth of o

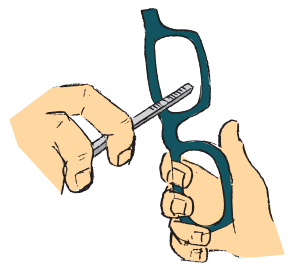
STEP TWO: CUTTING

Every year, we create over 20 combinations of custom made plastics that are unique to each collection. These combinations are applied to a flat piece of zyl (acetate) that is manufactured in Northern Italy. During the cutting process a computer controlled router cuts the acetate directly from an Autocad® drawing created by Paul Frank designers.



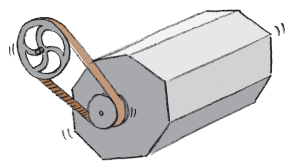
STEP THREE: MILLING & ASSEMBLY

Highly trained technicians assemble all the individual components of the frames. Because screws are made to loosen, the Paul Frank technicians add a drop of Loctite® to ensure that the screws stay nice and secure. After the components are assembled, the technician "forms" the frame to a pre-determined template. The frames is then checked by the most senior technician using a micrometer at tolerances to one-hundredth of an inch.



STEP FOUR: FINISHING

Our eyewear is polished by a procedure which involves the frames tumbling in a barrel of wood chips and small stones (pretty old school!). The frames turn like butter for about 12 hours. In some instances, the design is so intricate that our technicians can only polish the frames by hand for longer lasting luster. This is done by holding the frame on a polishing wheel, similar to the way jewelry is polished.



MATERIALS

LENSES: CR-39 is transparent in the visible spectrum and almost completely opaque in the ultraviolet range, it has high abrasion resistance, and is an advantageous material for RX and sunglass lenses. Paul Frank's **SOLA® CR-39** lenses are an exclusive combination of treatments offering the finest eye protection and visual comfort. **SOLA® CR-39** lenses, manufactured in France, are 99.9% distortion free, have a scratch resistant to most chemicals, gamma radiation, aging, and material fatigue. It can be used continuously in temperatures up to 100°C and up to one hour in 130°C (If you can make it that long!).

ZYL: All Paul Frank eyewear is produced from **Italian Mazzucchelli Zyl**, which is short for zylonite, the trademark name for cellulose acetate. Zyl is raw material which has become the base for high fashion and durable optometrics. Zyl is a top quality plastic that originates from natural cotton and wood pulp. Its ability to maintain color brightness derives from its long-lasting material which, during manufacturing, is embedded rather than sprayed, preventing any color peeling. The unique aging stabilizers prevent yellowing, fading, or discoloring from UV light or skin contact.

COMPONENTS: All components are imported from a company by the name of **Comotech®**, based in Germany. The hinges and core wire are stainless steel. Our metal frames are made from surgical grade nickel-silver, a high quality metal which is 100% corrosion resistant (it won't turn you green behind the ears!) and prized for its adaptability and durability.

ATTRIBUTES

HYPO-ALLERGENIC: Our frames are more suitable for sensitive skin than any nylon/injected frame. Some people have an allergic reaction to certain metals (especially nickel) and certain plastics, which are common components used to make eyewear. Paul Frank's hypo-allergenic frames do not contain such materials.

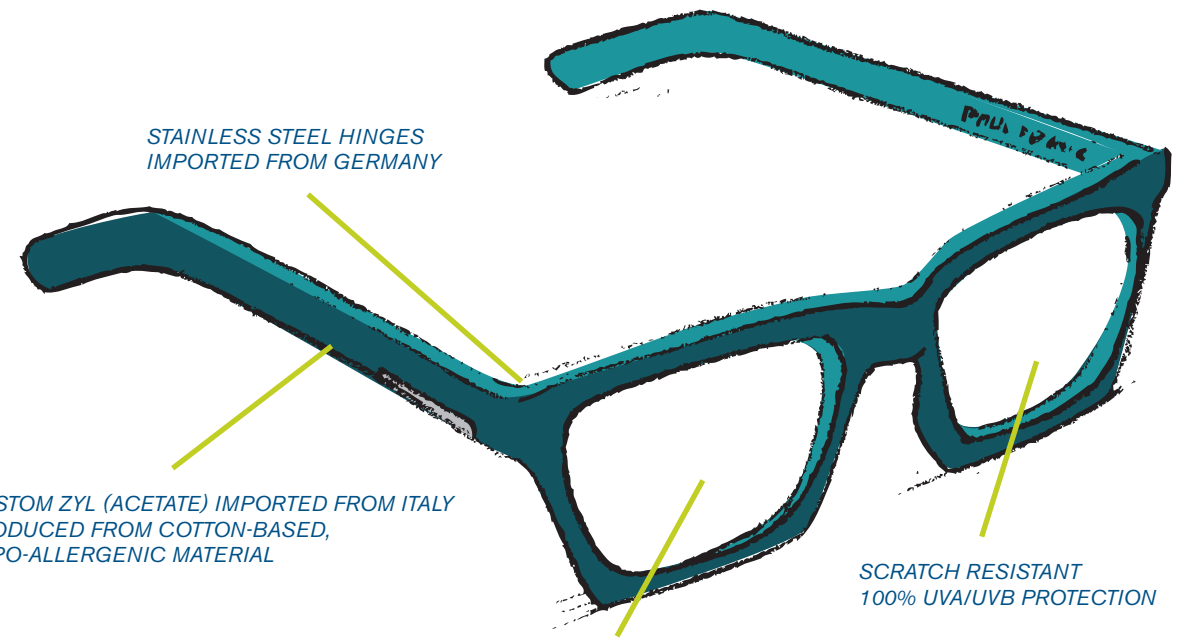
COTTON-BASED: Believe it or not, Paul Frank frames stem from the natural fiber, cotton. Contrary to injected frames, which originate from petroleum, our eyewear contains stabilizers and plasticizers to retain pliability.

RX-ABLE: All Paul Frank eyewear can be "rx-ed," meaning opticians can insert prescription lenses in all of our frames. Nylon frames, on the other hand, do not have the capability of being rx-ed, which is why you will not find injected brands in reputable optical retailers.

"THE PERFECT FIT": Handmade frames are always preferred by opticians. They can be heated and molded to perfectly fit any face. The combination of zyl material and core wire insertions, inside the temples, allow our frames to be adjusted to fit all face shapes. Did you know that 90% of all human beings have one ear that is slightly lower (or higher) than the other? Opticians are trained to adjust all Paul Frank eyewear to provide "the perfect fit."

WARRANTY

To assure consumers the highest quality level, we at Paul Frank guarantee that if a manufacturing defect is verified, the frame or part of the frame deemed defective will be replaced free of charge.



STAINLESS STEEL HINGES
IMPORTED FROM GERMANY

CUSTOM ZYL (ACETATE) IMPORTED FROM ITALY
PRODUCED FROM COTTON-BASED,
HYPO-ALLERGENIC MATERIAL

SOLA® CR-39 LENSES
IMPORTED FROM FRANCE

SCRATCH RESISTANT
100% UVA/UVB PROTECTION



4th DIMENSIONAL TRANSITION

60□11-135



AVAILABLE IN: BURNT UMBER, WHITE/BROWN, AND AMBER/YELLOW

LOOSE HIPS FUEL SHIPS

58□12-135



AVAILABLE IN: BURGUNDY/SEAFOAM, BORDEAUX STRIPE, WHITE/BROWN, AMBER/YELLOW, AND AQUA/SEAFOAM

SUNSHINE, CLOUDS, AND EVERYTHING PROUD

58□14-138



AVAILABLE IN: BURGUNDY/SEAFOAM, BORDEAUX STRIPE, AND AQUA/SEAFOAM

APOCALYPSO

60□13-135



AVAILABLE IN: BLACK AND BURNT UMBER

I WILL POSSESS YOUR HEART

60□12-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, AMBER/YELLOW, AND AQUA/SEAFOAM

ELECTRIC FEEL

57□14-135



AVAILABLE IN: WHITE/BROWN AND AMBER/YELLOW

GOLD IN THE AIR OF SUMMER

59□14-130



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, WHITE/BROWN, AMBER/YELLOW, AND AQUA/SEAFOAM

COLOR BARS

61□13-132



AVAILABLE IN: GOLD, WHITE, AND SILVER

LEGION OF INDECENCY

60□13-133



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, GREY/PINK CHECK, OLIVE/BROWN CHECK, AND TURQUOISE/ORANGE CHECK

LAND LOCKED LIFEGUARD

59□12-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, WHITE/BROWN, AMBER/YELLOW, AND AQUA/SEAFOAM

DIGITALIST

58□11-133



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, TORTOISE, GREY/PINK CHECK, WHITE/BROWN, AND AQUA/SEAFOAM

SLINGSHOT

60□15-130



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, AND TORTOISE

OCCASIONAL VOYAGER

57□17-135



AVAILABLE IN: BLACK, BURNT UMBER, TORTOISE, AND TURQUOISE/ORANGE CHECK

OLYMPIC AIRWAYS

60□9-135



AVAILABLE IN: BLACK, BURNT UMBER, WHITE/BROWN, AMBER/YELLOW, AND AQUA/SEAFOAM

ARTIFICIAL LIFE

61□13-127



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, AND BORDEAUX STRIPE

FIST FULL OF DOLLARS

61□12.7-135



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, CHOCOLATE STRIPE, GREY/PINK CHECK, WHITE/BROWN, AND AQUA/SEAFOAM

BENEATH THE BLEACHERS

61□13-125



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, BORDEAUX STRIPE, AND WHITE/BROWN

BOLD AS LOVE

63□17.5-125



AVAILABLE IN: BLACK AND CARAMEL/SEAFOAM

FLUORESCENT ADOLESCENT

62□12-133



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, BORDEAUX STRIPE, AND WHITE/BROWN

THEY CALL HER ACTION

63□13-130



AVAILABLE IN: BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, OLIVE/BROWN CHECK, TURQUOISE/ORANGE CHECK, AND WHITE/BROWN

PLEASURE SEEKER

61□13-132



AVAILABLE IN: BLACK, OFF WHITE STRIPE, AND CHOCOLATE STRIPE

SUNDAY GIRL

62□13-135



AVAILABLE IN: BLACK, BURGUNDY, BURGUNDY/SEAFOAM, AND BORDEAUX

SCI-FI LULLABY

64□10-132



AVAILABLE IN: GLOSS GOLD, MATTE GOLD, SILVER, AND WHITE

THE CRAFTY ENGINEER

56□18-135



AVAILABLE IN: BLACK, BURNT UMBER, TORTOISE, GREY/PINK CHECK, OLIVE/BROWN CHECK, WHITE/BROWN, AND AQUA/SEAFOAM

MY BRIGHT FUTURE

57□17-133



AVAILABLE IN: BLACK, OFF WHITE STRIPE, TORTOISE, GREY/PINK CHECK, WHITE/BROWN, AND AQUA/SEAFOAM

TELEVATOR

65□12-133



AVAILABLE IN: MATTE GOLD AND MATTE SILVER

WIN: GOLD IN THE AIR OF SUMMER IN WHITE/BROWN



WHITE LIPS KISSED

59□16-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, WHITE/BROWN, AND AQUA/SEAFOAM

HOUSE OF JEALOUS LOVERS

62□11-133



AVAILABLE IN: BLACK, BURGUNDY, AND CHOCOLATE STRIPE

JETS TO BRAZIL

65□12-130



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, WHITE/BROWN, AQUA/SEAFOAM

ADVANCED



CALCULUST

B-SIDES, C-SIDES AND FREE RIDES

68□11.5-125



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY/SEAFOAM, AND DARK BROWN

LOVERS IN THE BACKSEAT

60□13-150



AVAILABLE IN: BURNT UMBER, BURGUNDY, BURGUNDY/SEAFOAM, AND OFF WHITE STRIPE



SHOWN: SUNSHINE, CLOUDS, AND EVERYTHING PROUD IN AQUA/SEAFOAM

DRAG RACE TO FREEDOM

59□12-135



AVAILABLE IN: BLACK AND LIGHT BROWN STRIPE

HIGH FIVE HOLIDAY

56□15-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, LIGHT BROWN STRIPE, AND AMBER/YELLOW

PAPER PLANES

47□16-125



AVAILABLE IN: BLACK, CARAMEL/SEAFOAM, BURGUNDY/PINK, AND GREY/PINK CHECK

FOUNTAIN OF TRUTH

56□15-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, WHITE/BROWN, AND AMBER/YELLOW

FRIEND OF FREQUENCIES

46□16-125



AVAILABLE IN: BLACK, BURNT UMBER, AND BURGUNDY/PINK

SHAKE THE NIGHT AWAY

56□16-135



AVAILABLE IN: BURNT UMBER, BURGUNDY/SEAFOAM, WHITE/BROWN, AND AMBER/YELLOW

A FRIEND IN TWEED IS A FRIEND INDEED

49□19-140



AVAILABLE IN: BLACK, BURNT UMBER, TORTOISE, AND AQUA/SEAFOAM

THE PATH OF LEAST RESISTANCE

54□17-135



AVAILABLE IN: BLACK, BURNT UMBER, LIGHT BROWN STRIPE, AMBER/YELLOW, AND AQUA/SEAFOAM

SUN MOON TRUTH

53□16-135



AVAILABLE IN: BLACK, BURNT UMBER, GREY/PINK CHECK, WHITE/BROWN, AND AQUA/SEAFOAM

MUSTACHE MUSEUM

58□15-135



AVAILABLE IN: BLACK, LIGHT BROWN STRIPE, AND OLIVE/BROWN CHECK

HARMONY IN MY HEAD

51□16-130



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY/SEAFOAM, CARAMEL/SEAFOAM, AND LIGHT BROWN STRIPE

SWITCHBOARD SUZY

49□15-130



AVAILABLE IN: BLACK, CARAMEL/SEAFOAM, AND BURGUNDY/PINK

VOICE OF REASON

54□16-135



AVAILABLE IN: BLACK, BURNT UMBER, AND GREY/PINK

SHOWN: MUSTACHE MUSEUM IN OLIVE/BROWN CHECK





NEVER LOST

55□17-140



AVAILABLE IN: GREY/PINK

YOUNGER THAN TODAY

56□16-140



AVAILABLE IN: BLACK AND BURNT UMBER

PEACE OF MIND

54□16-135



AVAILABLE IN: BLACK, BURNT UMBER, WHITE/BROWN, AMBER/YELLOW, AND AQUA/SEAFOAM

TRIED AND TRUE

54□17-140



AVAILABLE IN: BLACK, BURNT UMBER, TORTOISE, GREY/PINK CHECK, TURQUOISE/ORANGE CHECK, AND AQUA/SEAFOAM

HAND IN HAND

57□17-135



AVAILABLE IN: BURNT UMBER

STAR CLAIMER

55□18-140



AVAILABLE IN: BLACK, BURNT UMBER, AND TORTOISE

HIDDEN HANDSHAKE

54□16-135



AVAILABLE IN: BLACK, LIGHT BROWN STRIPE, AND CARAMEL/SEAFOAM

AIRLOCK ADVENTURER

56□15-135



AVAILABLE IN: MATTE BLACK AND BURNT UMBER

LOST IN THE LIBRARY

53□18-140



AVAILABLE IN: BLACK, BURNT UMBER, AMBER/YELLOW, AND AQUA/SEAFOAM

MINIATURE PHILOSOPHER

50□16-135



AVAILABLE IN: BLACK, BURNT UMBER, AND TORTOISE

ALL NIGHT DISCO PARTY

53□16-135



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY, CHOCOLATE STRIPE, AND TURQUOISE/ORANGE CHECK

A COMET APPEARS

54□14-135



AVAILABLE IN: BLACK, BURNT UMBER, AND BURGUNDY

SELF PRESERVATION SOCIETY

57□15-140



AVAILABLE IN: BLACK, BURNT UMBER, BURGUNDY/SEAFOAM, AND CARAMEL/SEAFOAM

SHOWN: 4th DIMENSIONAL TRANSITION IN WHITE/BROWN,
 WHITE LIPS KISSED IN WHITE/BROWN AND
 SUNSHINE, CLOUDS, AND EVERYTHING PROUD IN AQUA/SEAFOAM



PINKERTON
 54□16-135



AVAILABLE IN: BLACK, BURGUNDY, BORDEAUX, DARK BROWN,
 LIGHT BROWN STRIPE, AND CARAMEL/SEAFOAM

BLUES EXPLOSION
 52.5□17-140



AVAILABLE IN: BLACK, BURGUNDY, BORDEAUX,
 DARK BROWN, AND LIGHT BROWN STRIPE

JENNIE BOMB
 51.5□13.5-132



AVAILABLE IN: BLACK AND DARK BROWN

SHOWN: WHITE LIPS KISSED IN BURNT UMBER



THE SWEETS
 54□13-140



AVAILABLE IN: BLACK, BURGUNDY,
 BORDEAUX, AND CARAMEL/SEAFOAM

A IS FOR ACTION
 55□15-140



AVAILABLE IN: BLACK, BURNT UMBER, BORDEAUX, DARK BROWN,
 CARAMEL/SEAFOAM, LIGHT BROWN STRIPE,
 TURQUOISE/ORANGE CHECK, AND AQUA/SEAFOAM

PHENOMENA
 54□13-140



AVAILABLE IN: BLACK, BORDEAUX, AND DARK BROWN

BEAT POET HOLIDAY
 53□13-140



AVAILABLE IN: BLACK, BROWN/ORANGE,
 CARAMEL/SEAFOAM, AND LIGHT BROWN STRIPE

HOLLY GO LIGHTLY
 54□14-135



AVAILABLE IN: BLACK, BURGUNDY,
 BORDEAUX, AND CARAMEL/SEAFOAM

BEAT SURRENDER
 55□20-130



AVAILABLE IN: BURNT UMBER AND BORDEAUX

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