



# The Bespoke Dudes

## EYEWEAR

The idea behind TBD Eyewear stems from a desire to better appreciate and promote Italian craftsmanship in the world by creating an eyewear collection that finds its inspiration in **classic design** and in the **Italian menswear tradition**.

The minds behind TBD Eyewear are those of **Fabio Attanasio**, entrepreneur and author of the leading Italian blog about menswear and tailoring *The Bespoke Dudes* and **Andrea Viganò**, entrepreneur and Made in Italy enthusiast.

In the past year our team has striven to find a **natural and renewable alternative** to our production, with the aim of reducing to the minimum our environmental impact and create a **sustainable collection** in complete respect of our planet.

This is how we learned about **bio acetate**, a compound produced from cotton and wood-pulp fibers, free from toxic chemicals to be **100% biodegradable and recyclable**. Bio acetate allowed us to obtain **unique and durable glasses frames with a green soul**, whilst retaining the features and performance of classic acetate.

TBD Eyewear models marry the concept of **sustainability** with **Italian craftsmanship** by supporting the expert craftsmen that have always represented our country. As a matter of fact, our models are the result of a 50-year-old expertise obtained in a family-run workshop. Our goal is to guarantee a continuity of the Italian craftsmanship and to **protect our heritage** through an **entirely Italian production**, starting from the very hinges of our handmade sunglasses that were picked from a Venetian lot dating back to the 30's.

Each TBD Eyewear model is distinctive for its **timeless design** and evokes the same **intrinsic elegance** of the bespoke menswear it was named after. This is how our classic accessories take shape, ready to be easily coordinated with casual outfits or bespoke suits.

Our eyeglasses and sunglasses can be found on our e-shop or in the most high-end boutiques in the world.