

MYOPTYC IS AN ARCHIVE OF "NEW OLD STOCK" GLASSES REIMAGINED IN A MODERN CONTEXT: THE QUALITY OF THE PAST EXPRESSED THROUGH A CONTEMPORARY LANGUAGE. AN ECLECTIC SELECTION THAT TRANSCENDS THE BARRIERS OF TIME, BRINGING LIFE AND VALUE TO A TRULY UNIQUE COLLECTION.

MYOPTYC

MILAN
SELECTION OF
N.O.S GLASSES

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01.



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01/03

THOUSANDS OF UNIQUE AND ORIGINAL PIECES SOURCED FROM HISTORIC UNSOLD INVENTORY AND WAREHOUSE STOCKS, PURCHASED IN EUROPE BETWEEN THE 1970S AND THE 2000S BY A VISIONARY ENTREPRENEUR AND OPTICIAN FROM MILAN. FOR YEARS, THIS TREASURE LAY HIDDEN IN A FORGOTTEN PLACE AMIDST THE HILLS OF PIACENZA, AWAITING ITS MOMENT AND SOMEONE TO CARE FOR IT, ATTRIBUTING IT THE RIGHT VALUE. SARA INHERITED THIS FORTUNE AND AFTER MEETING LAURA, EMBARKED ON A CURIOUS QUEST, DRIVEN BY THE ENTHUSIASM TO GIVE A SECOND LIFE TO AN ACCESSORY THAT, MORE THAN OTHERS, DEFIES THE BARRIERS OF FASHION'S TEMPORAL CYCLES.

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02/03

ORIGINALITY, RESEARCH, SELECTION, AND MANUAL RESTORATION HAVE ALLOWED MYOPTYC TO ESTABLISH ITSELF AS A BRAND BETWEEN 2020 AND 2021. MARKETS AND FAIRS IN NORTHERN ITALY, SALES EVENTS IN MILAN, WORD OF MOUTH, AND AN INSTAGRAM PROFILE WERE THE INITIAL CHANNELS FOR SPREADING THE PROJECT. TODAY, MYOPTYC IS INCREASINGLY CONSOLIDATING ITS IDENTITY, UNDERSTANDING WHAT IT WANTS TO BE BY ADDRESSING A CURIOUS AND ATTENTIVE AUDIENCE CAPABLE OF APPRECIATING IT (ITS UNIQUE OFFER). SINCE 2023, THE DIRECTION LAURA AND SARA HAVE CHOSEN TO PURSUE IS B2B SALES: HENCE THE NEED TO SEEK OUT AND GET TO KNOW REALITIES, INDIVIDUALS, CONCEPT STORES, AND MARKETPLACES DRIVEN BY AN ETHICAL SPIRIT



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GOOD TASTE, PASSION FOR RESEARCH AND QUALITY, ABLE TO CONVEY TO THEIR CUSTOMERS THE VALUES AND LOVE FOR THEIR PROPOSAL. MYOPTYC'S WAREHOUSE IS LOCATED IN A SHARED SPACE IN MILAN, AT VIALE GIAN GALEAZZO 31. HERE, SUNGLASSES ARE SORTED, STUDIED, AND RESTORED WITH ULTRASOUND BEFORE BEING SELECTED AND CATALOGUED ACCORDING TO THEIR DESTINATION. THE GOAL IS TO EXPAND, TO SHARE THIS VAST EYEWEAR COLLECTION WITH WORLDS THAT CARE ABOUT THE PROMOTION OF CONSCIOUS AND SUSTAINABLE PURCHASING, WITHOUT SACRIFICING AESTHETICS AND QUALITY.

WE AIM TO CONVEY A CORE VALUE INTEGRAL TO OUR PROJECT AND RELATED TO THE ABSENCE OF A PRODUCTION CHAIN. EMBRACING PRIORITISING VINTAGE, SECOND HAND, PURCHASING ITEMS MADE FROM RECYCLED MATERIALS, AND SUPPORTING UPCYCLING INITIATIVES HAVE NOW BECOME NOT ONLY NOBLE BUT ALSO ETHICAL CHOICES FOR CONSUMERS. TO MINIMISE THE ENVIRONMENTAL IMPACT OF OUR DAILY ACTIONS, IT IS CRUCIAL TO PROMOTE A SENSE OF RESPONSIBILITY THAT SHOULD UNDERPIN EVERY DECISION, EVEN IN THE FASHION INDUSTRY.

FOR THE FIRST YEARS, OUR SUNGLASSES CASE WAS MADE FROM A SIMPLE SYNTHETIC MATERIAL POUCH, ORDERED AS NEEDED FROM A COMPANY SPECIALISED IN EYEWEAR PACKAGING PRODUCTION. WITH THE AFFIRMATION OF OUR IDENTITY AND VALUES, THERE AROSE THE NEED TO OFFER A COMPLETELY PLASTIC-FREE, BEAUTIFUL, AND FUNCTIONAL CASE. A CLEAN YET RAW AESTHETIC, STRONGLY INFLUENCED BY THE 1990S AND INSPIRED BY MARGIELA'S TAILORING, DESIGNED THE MYOPTYC CASE, PRODUCED AND INDUSTRIALISED THANKS TO QUID PROJECT, A SOCIAL COOPERATIVE THAT PROVIDES EMPLOYMENT OPPORTUNITIES TO INCARCERATED WOMEN.

THE MATERIAL WE CHOSE TO COVER THE CASE IS DENIM, SIGNED BY CANDIANI, AN IMPORTANT ITALIAN BRAND ALWAYS ATTENTIVE TO THE RESOURCES USED FOR ITS FABRIC PRODUCTION.



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WITH THE AFFIRMATION OF OUR IDENTITY AND VALUES, THERE AROSE THE NEED TO OFFER A COMPLETELY PLASTIC-FREE, BEAUTIFUL, AND FUNCTIONAL CASE. A CLEAN YET RAW AESTHETIC, STRONGLY INFLUENCED BY THE 1990S AND INSPIRED BY MARGIELA'S TAILORING, DESIGNED THE MYOPTYC CASE, PRODUCED AND INDUSTRIALISED THANKS TO QUID PROJECT: A SOCIAL COOPERATIVE IN VERONA, A PIONEER IN SUSTAINABLE FASHION PROJECTS THAT PROVIDES EMPLOYMENT OPPORTUNITIES TO INDIVIDUALS WITH PREVIOUS EXPERIENCES OF MARGINALIZATION, 83% OF WHOM ARE WOMEN.

THE MATERIAL WE CHOSE TO COVER THE CASE IS DENIM, SIGNED BY CANDIANI: AN IMPORTANT ITALIAN BRAND ALWAYS ATTENTIVE TO THE RESOURCES USED FOR THE PRODUCTION OF ITS FABRICS.

03.

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ABOUT

VALUES

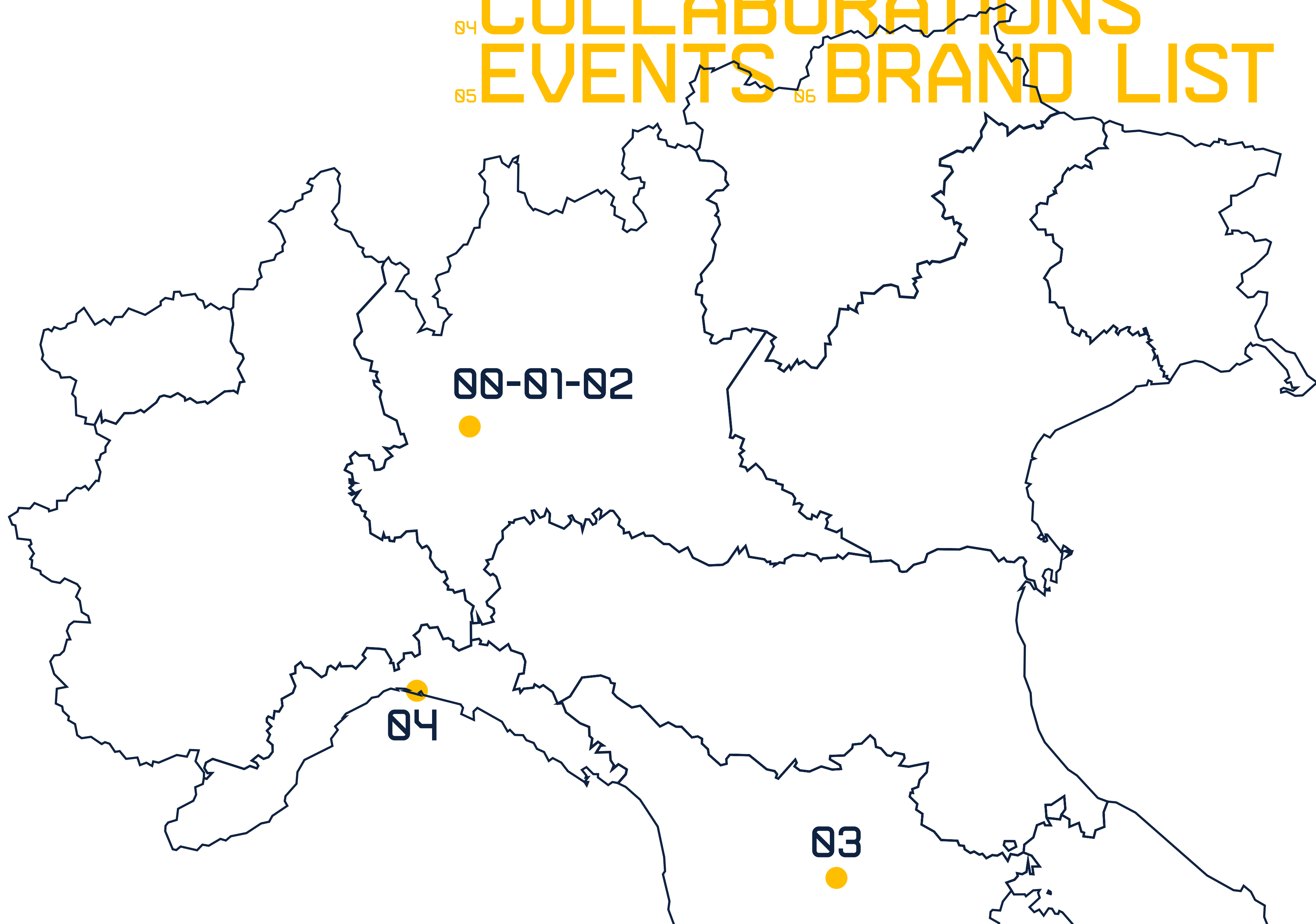
STORES

COLLABORATIONS

EVENTS

BRAND LIST

- 00
- MY CLOSET - MILANO
V.LE GIAN GALEAZZO, 31,
20136 MILANO MI
- 01
- THE CLOISTER - MILANO
VIA VALPETROSA, 5,
20123 MILANO MI
- 02
- SECRET HAIRSTYLING - MILANO
PALAZZO LOMBARDIA, VIA L.GALVANI, 23,
20124 MILANO MI
- 03
- MEGARCHIVIO - FIRENZE
VIA ROMANA, 97R,
50125 FIRENZE FI
- 04
- TUG STORE- GENOVA
VICO DELLA CASANA, 32R,
16123 GENOVA GE



04.

NEGOZI

THE MOST COMMON MODE OF COLLABORATION TAKES PLACE IN THE FORM OF CONSIGNMENT SALE, ALLOWING STORE OWNERS TO TEST THE PRODUCT WITHOUT THE OBLIGATION TO PURCHASE. WE SUGGEST A MINIMUM RETAIL PRICE, BASED ON OUR EXPERIENCE AND MARKET RESEARCH, AGREEING ON A PROFIT PERCENTAGE: 30% TO THE SELLER.

SERVIZI

WE HAVE COLLABORATED AND ARE OPEN TO COLLABORATING WITH DESIGNERS AND STYLISTS, OFFERING ACCESS TO OUR ARCHIVE UPON INDICATION OF THE DESIRED PRODUCT. ONCE QUANTITIES AND TIMING ARE ESTABLISHED, WE RENT OUT THE SUNGLASSES IN EXCHANGE FOR A FEE. DIRECT SALES ARE ALSO AVAILABLE IF PREFERRED.

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IN THE CASE OF DIRECT PURCHASE, THE COST IS 50% OF THE SUGGESTED MINIMUM RETAIL VALUE AND CAN DECREASE FOR SIGNIFICANT QUANTITIES: MORE THAN 50 ITEMS.

OUR WINNING CARD IS FLEXIBILITY: WE LIKE THE IDEA OF CREATING FORGING RELATIONSHIPS, COLLABORATING IN THE TRUE SENSE OF THE TERM, FINDING FAVOURABLE COMMON GROUND FOR BOTH PARTIES. FOR THIS REASON WE ARE OPEN TO EXCHANGE MERCHANDISE AFTER A TRIAL PERIOD (3-6 MONTHS), ENABLING STORES TO SWAP LESS APPRECIATED SUNGLASSES FOR MODELS MORE IN LINE WITH THE DEMANDS OF THEIR CLIENTELE.

LIST OF EVENTS

DATA	NOME	LUOGO
2021-22	MOSCOVA DISTRICT MARKET	MILANO
2023	MOAB	MILANO
FROM 22	EAST MARKET	MILANO
FROM 21	VALEGGIO VESTE IL VINTAGE	VALEGGIO SUL MINCIO (VR)
2023	FINDERS KEEPER MARKET	COPENHAGEN

06.

BRILLÈ
BYBLOS
CALVIN KLEIN
CASANOVA
CONTROVERSE
CHRISTIAN DIOR
CHRISTOPHER D.
CHANEL
DANNY
DOLCE & GABBANA

DOLOMIT
EGIZIA
EXTÈ
FENDI
GIANFRANCO FERRÈ
GIANNI VERSACE
GIORGIO ARMANI
GIVENCHY
GUCCI
JEAN PAUL GAULTIER

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LAGERFELD
LES COPAINES
MORWEN
MOSCHINO
NOUEVELLE VAGUE
PALOMA PICASSO
PERSOL
PERSOL RATTI
REGINA SCHRECKER
ROMEO GIGLI

ROBERT RUDGER
ROY TOWER
SERGE KIRCHHOFFER
SALVATORE FERRAGAMO
STING
THIERRY MUGLER
VIENNALINE
VUARNET
YOHJI YAMAMOTO
AND MORE...



MYOPTY È UN ARCHIVIO DI OCCHIALI “NEW OLD STOCK” RACCONTATO IN CHIAVE MODERNA: LA QUALITÀ DEL PASSATO ESPRESSA ATTRAVERSO UN LINGUAGGIO CONTEMPORANEO. UNA SELEZIONE ETEROGENEA CHE SCAVALCA LE BARRIERE DEL TEMPO RESTITUENDO VITA E VALORE AD UNA COLLEZIONE UNICA.

MYOPTYC

MILAN

SELECTION OF
N.O.S GLASSES



ABOUT VALUES STORES

COLLABORATIONS

EVENTS BRAND LIST

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MYOPTYC