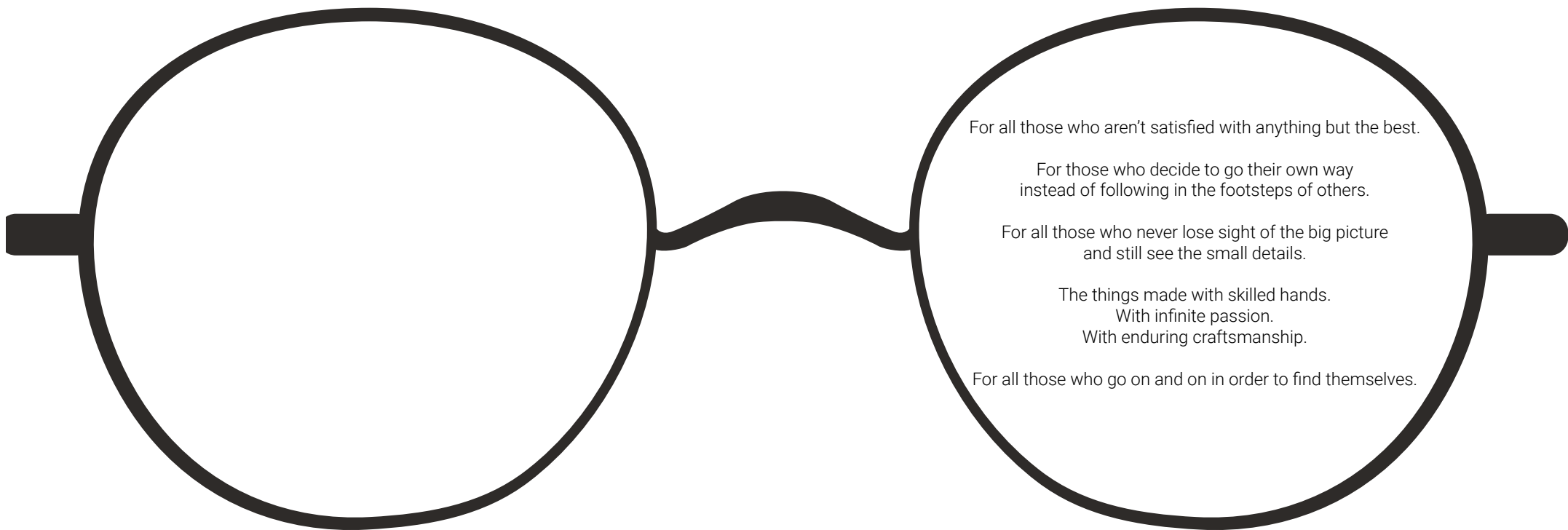




MINAMOTO



For all those who aren't satisfied with anything but the best.

For those who decide to go their own way
instead of following in the footsteps of others.

For all those who never lose sight of the big picture
and still see the small details.

The things made with skilled hands.
With infinite passion.
With enduring craftsmanship.

For all those who go on and on in order to find themselves.

MINAMOTO 
THE ORIGINAL. FOR ORIGINALS.

WHEN YOU KNOW YOUR ORIGIN YOU KNOW WHERE TO GO.

Minamoto means "origin" in Japanese. Sabae, located in the Fukui prefecture, is the birthplace of the Japanese eyewear industry and also our own origin.

A long tradition of craftsmanship is kept alive in the prefecture, from lacquerware to the manufacture of washi paper and eyewear production.

Every one of our glasses embodies this history and translates it into our time using the best of modern craftsmanship.



THE ORIGIN OF THE ORIGINAL.

Not only is our logo handmade by a calligraphy master, our eyewear also follows the tradition of craftsmanship. Japanese precision and quality testify to our unique dedication in the production of our eyewear.

We use both modern and traditional methods in the manufacturing process and focus on achieving the finest result. This true authenticity is a unique assertion that only we can make.

**"FOR ALL THOSE WHO AREN'T
SATISFIED WITH ANYTHING BUT
THE BEST."**

There is metal. And then there is titanium. Our eyewear designers already recognized the excellent properties of this material back in the 1980s.

We were one of the first companies in the world to manufacture spectacle frames from titanium – and not just any titanium, but Japanese titanium, recognized as the best on the market. Since then, this material has become an integral part of our history and DNA.



**DESIGNED WITH LOVE. MADE TO
LAST.**

Titanium is not only durable, but also wonderfully comfortable to wear. It is lightweight, completely skin-friendly, corrosion-resistant, robust, and sustainable. It is even suitable for nickel allergy sufferers.

**SETTING NEW BENCHMARKS. IN
TITANIUM.**

Our focus on quality starts before the actual production with the selection of materials. We process beta titanium for the best possible flexibility and comfort, as well as Japanese pure titanium with an absolute purity of 99.4%, a benchmark in the market!

This purity is verifiable throughout our entire supply chain - and creates a superb experience for you when you wear our glasses. Even the nose pads and end tips of Minamoto eyewear are made of titanium.

**"FOR ALL THOSE WHO NEVER
LOSE SIGHT OF THE BIG PICTURE
AND STILL SEE THE SMALL
DETAILS."**

Sometimes, you have to look into the past to discover ground-breaking new paths. The Minamoto collection is inspired by historical Japanese eyewear, for example by the private collection of our founder, but also by traditional Japanese Zen philosophy.

Each pair of glasses is a masterpiece. Our love for detail as well as for minimalism, has shaped the elegant design.



**"FOR THOSE WHO DECIDE TO GO
THEIR OWN WAY INSTEAD OF
FOLLOWING IN THE FOOTSTEPS
OF OTHERS."**

Every pair of Minamoto glasses is an original. Designed in Japan and carefully manufactured from Japanese titanium, the collection is made to last.

The glasses combine timeless Japanese design and advanced craftsmanship to create something enduring: a true original. For those who go their own way. For originals.



MN31000-AY | ANTIQUE GREY



MN31000-GP | GOLD PLATED







MN31000-WP | WHITE

KAMBEI

MN31000-AW | ANTIQUE BROWN

The purity of the curves, the attention to detail and the extreme quality of the material, plunges us into the heart of Japanese values and traditions. A frame that is a true design object. Kambei features delicate decorative motifs on the rim, pure titanium nose pads and the beautiful Minamoto kanji prints on the end tips.

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MINAMOTO 



MN31001-AY | ANTIQUE GREY



MN31001-GP | GOLD PLATED



MN31001-GR | GREY

KIKUCHIYO

MN31001-AG | ANTIQUE GOLD

Zen minimalism by excellence, Kikuchiyo is a worthy representation of Japanese know-how. A perfect combination of functionality and aesthetics, the front of this model has been designed to create an image that is both clean and timeless thanks to its polygonal shape. Very sensitive to details, elegant engravings adorn the outer part of the rim. We also find the Minamoto kanji stamped on the end tips as the brand's signature.



MINAMOTO 



MN31002-AG | ANTIQUE GOLD



MN31002-AY | ANTIQUE GREY

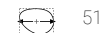


MN31002-GP | GOLD

KYUZO

MN31002-LG | LIGHT GREY

More than its simplicity, Kyuzo reflects all the expertise of the Minamoto know-how in a model conceived as an object of art: perfect lines, absolute comfort and timeless design. As a signature, the Minamoto kanji meaning „The Origin“ is stamped on the top bar of this double-bridge frame as well as on both end tips.



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MINAMOTO 



MN31003-AW | ANTIQUE BROWN



MN31003-WP | WHITE

AKIRA

MN31003-LG | GOLD PLATED

This flagship model of the Minamoto collection embodies the very essence of authenticity. Akira's singular shape without nose pads offers an extremely meticulous design with elegant decorations, taking us back to a subtle past, an artistic past, a refined past, the glasses history that we know today.

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MINAMOTO 



MN31004-AG | ANTIQUE GOLD



MN31004-AY | ANTIQUE GREY



MN31004-GP | GOLD PLATED

GOROBEI

MN31004-LG | LIGHT GREY

Delicately adorned with finely sculpted decorations on the bridge and end pieces, Gorobei frees itself from the superfluous, to return to the essentials of eyewear: comfort, finesse and beauty in the object. With its titanium nose pads and stamped end tips, this frame is a true work of art that you will enjoy wearing over the years without going out of fashion.

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MINAMOTO



MN31005-AG | ANTIQUE GOLD



MN31005-AY | ANTIQUE GREY





MN31005-GR | GOLD PLATED

HEIHACHI

MN31005-RG | ROSE GOLD

Graphic, balanced and minimalistic, Heihachi sublimates the Minamoto collection with its authentic look and its Japanese allure. Carefully designed as a real object made to last, this model is a very good example of the relationship between beauty and functionality found in Japanese manufacturing.

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MINAMOTO 



MN31006-AG | ANTIQUE GOLD

MN31006C-AG | ANTIQUE GOLD



MN31006-AY | ANTIQUE GREY

MN31006C-AY | ANTIQUE GREY



MN31006-GP | GOLD PLATED

MN31006C-GP | GOLD PLATED

SHICHIROJI

MN31006-WP | WHITE MN31006C-WP

One of the two models in the collection offering a polarized sunglasses version. Shichiroji combines an authentic and artisanal style with a panto shape and meticulously decorated temples, with engravings associated with a claw sun clip decorated with the Minamoto kanji. A true work of art, this frame will accompany wearers sensitive to design and quality.

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MINAMOTO



MN31007- AG | ANTIQUE GOLD



MN31007- AW | ANTIQUE BROWN






MN31007- AY | ANTIQUE GREY

KATSUSHIRO

MN31007-DO | DARK BROWN

Easily identifiable thanks to its carefully crafted openwork bridge, Katsushiro pays tribute to its Japanese origins with beautiful engravings on the temples. The contrast of colours in this unique piece gives it a strong and authentic identity.

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MINAMOTO 



MN31008- GS | GREY SILVER





MN31008- RG | ROSE GOLD

NORIKO

MN31008-HV | HAVANA

Clean but no less sophisticated, Noriko has been finely crafted to offer a concept with soft lines combining delicacy and absolute comfort. Always keeping in mind the desire to offer a frame that is a piece of art capable of accompanying you over time, discreet decorations have been meticulously engraved on the rim, reflecting the precision and quality of Japanese craftsmanship.

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MN31009-RG | ROSE GOLD







MN31009-WP | WHITE

SHINO

MN31009-BK | BLACK

The flagship model of the collection, Shino offers to women a unique, extremely fine and feminine piece with an engraved upper part of the rim. The attention to detail and the finesse of this piece shows the brand's sophisticated and artisanal orientation. The Minamoto kanji signifying « Origin » is stamped on the end tips as a signature.

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MINAMOTO 



MN31010-RO | ROSE GOLD

MN31010C-RO | ROSE GOLD



MN31010-WP | WHITE

MN31010C-WP | WHITE

YUKIKO

MN31010-GP | GOLD PLATED MN31010C-GP

This pantos model pays tribute to Japanese culture thanks to the meticulous engraving work on the temples. Yukiko's uniqueness is due to the polarized sun clip that perfectly fits the frame. As a signature, a kanji meaning Minamoto (Origin) is delicately stamped on the upper bar of the clip and on the end tips.

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MINAMOTO



MN31011-GP | GOLD PLATED



MN31011- GW | WHITE GOLD

HARUKO

MN31011-RG | ROSE GOLD

This oversized square-shaped model is minimalist in design, and its fine details make it stand out. Elegant engravings decorate the temples and combine softness and refinement in a very elegant model signed Minamoto on the end tips.



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MINAMOTO 



MN31012-GP | GOLD PLATED

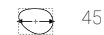


MN31012-WP | WHITE

SANJURO

MN31012-AY | ANTIQUE GRAY

Sanjuro shares its name with the hero and title of the classic Japanese feature film. The Minamoto Sanjuro frame, in antique grey, gold plating and white, has a masculine geometric shape and reveals a classic pattern on endpieces.



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MINAMOTO



MN31013-AG | ANTIQUE GOLD



MN31013-LG | LIGHT GREY

KUNIE

MN31013-GP | GOLD PLATED

The Kunie frame pays homage to the character in the action-packed Samurai classic Sanjuro. This unisex look flatters with its stylish vintage appeal. Rims are rounded and a classic pattern is engraved on the bridge and endpieces. This light frame is finished in antique gold, gold plating and grey.



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MINAMOTO 



MN31014-GP | GOLD PLATED



MN31014-GR | GREY

IZUMI

MN31014-WP | WHITE

Sharing its name with a character from the Kurosawa adventure Hidden Fortress, the elegant Izumi glasses are softly square and delicately coloured in white, grey and gold plating. A classic pattern on the bridge and unique finishes set this style apart: demi patterns and urushi-inspired black on selected models.



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MINAMOTO 



MN31015-AG | ANTIQUE GOLD



MN31015-LG | LIGHT GREY

IORI

MN31015-GP | GOLD PLATED

The Lori frame, in light gold, antique gold and gold plating, takes its name from a Samurai character in the classic Japanese feature film Sanjuro. A frame for everyone, this minimalist eyewear delights with its clean geometric rims and unique colour finishings: antique gold, urushi-inspired temples and demi-patterns on selected models.



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MINAMOTO 



MN31016-DB | DARK BROWN



MN31016-GP | GOLD PLATED



MN31016-GR | GREY

YUKIHIME

MN31016-RG | ROSE GOLD

Princess Yukihiime is a force of nature in the classic Japanese action film Hidden Fortress. Inspired by her strength and elegance, the round shaped Yukihiime frame delights in rosé gold, grey, demi brown and gold plating. Sophisticated urushi red or demi finishings on selected models, and a classic bridge pattern enhance the premium quality of this frame.



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MINAMOTO 



MN31017-AY | ANTIQUE GRAY



MN31017-WP | WHITE

YUKIHIME

MN31017-GP | GOLD PLATED

General Hyoe is a character in the beloved Kurosawa feature film Hidden Fortress and the name of this square masculine frame style. Hyoe stands out in white, antique gray and gold plating. Unique touches include demi tones and antique finishings on selected models, and a classic pattern on bridges and temples



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MINAMOTO 



MN31018-AG | ANTIQUE GOLD



MN31018-GP | GOLD PLATED

ROKUROTA

MN31018-LG | LIGHT GREY

A hero of the Japanese film classic Hidden Fortress, Rokurota is also the name of this high-quality men's eyewear. Rounded rims and light grey, gold plating or antique gold tones evoke classic retro style. Wearers will appreciate the exclusive antique and demi pattern finishing on selected models as well as engravings on bridge and temples.



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MN31019-GP | GOLD PLATED



MN31019-WP | WHITE

CHIDORI

MN31019-RG | ROSE GOLD

A heroine from the Japanese Samurai film Sanjuro, Chidori lends her name to this striking women's frame. Round shaped with a subtle cat-eye tilt, this weightless look is available in white, rosé gold and gold plating. Contrasting rim colours in urushi black or demi patterns on selected models, as well as a classic pattern on the bridge and temple make this a statement style piece.



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MINAMOTO 



MN31020-AY | ANTIQUE GRAY



MN31020-GP | GOLD PLATED



MN31020-RG | ROSÉ GOLD

KAEDE

MN31020-WP | WHITE

Named after Lady Kaede, a leading character in the Japanese film Ran, these eyeglasses impress with their fashionable geometric lines and opulent finishings: urushi red, demi tones or antique colouring on selected models. This stunning frame comes in rosé gold, white, gold plating and antique grey.



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MINAMOTO 



MN31021-AG | ANTIQUE GOLD



MN31021-AW | ANTIQUE BROWN

HANBEI

MN31021-WP | WHITE

Named after a character from the classic Japanese samurai movie Sanjuro, the Hanbei frame in white, antique brown and antique grey, impresses with its rimless geometric shape and advanced monoblock pressure mount system. This masculine look reveals a classic pattern on the bridge and endpieces.



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MINAMOTO 



MN31022-GP | GOLD PLATED



MN31022-LG | LIGHT GREY

TSURUMARU

MN31022-BU | BURGUNDY

This sophisticated frame is named after Tsurumaru, a heroine of the Japanese movie classic Ran. The rimless pantostyle has an advanced monoblock pressure mounted composition that emphasises its airy contemporary flair. In light grey, burgundy and gold plating, urushi-inspired red finishing on selected models and elegant engravings intensify this eyewear's rich aesthetic.



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MN31023-AY | ANTIQUE GRAY







MN31023-WP | WHITE

OTOYO

MN31023-RG | ROSE GOLD

Named after a young heroine in the Japanese film Red Beard, the Otoy frame flatters with its rimless geometric shape and airy look. An advanced monoblock pressure mount system underlies the spare look. Temples and bridge are expressed in rosé gold, white and antique grey. An exclusive classic pattern is revealed on endpieces and the bridge.

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	22
	145



MINAMOTO 

HANDMADE CASE.

Our passion for original things doesn't end with our eyewear. It also manifests itself in the case, which is crafted from handmade washi paper.

Our team members spent many months searching for the right manufacturer for our cases - and discovered a family business dedicated to the craft of washi paper making. These master producers completely understand the Minamoto ethos.



AN ORIGINAL. FOR THE ORIGINAL.

The special pattern featured on our 100% organic Washi case is known as 'Sumi-Nagashi' and is created with Japanese ink using a calligraphy brush. This pattern is individually fashioned by a master craftsman and, just as each pair of Minamoto glasses is an original, so is each uniquely constructed handmade Washi paper case.

FOR THOSE OF YOU WHO LOVE THE TRUTH.

Because Minamoto is a unique brand, the launch should reflect this too. We are convinced that the unique product concept must also be reflected in our communication campaign. Our products are characterised by a minimalistic design approach. They are originals from Japan, produced from the best Japanese titanium with an unmatched quality in manufacturing.

These great qualities are reflected in our creative concept. Whilst other eyewear manufacturers generally work with visuals of eyewear and generic models, we take a disruptive approach with Minamoto.

In the campaign imagery, we only hint at our glasses with a minimalistic concept thus creating mystery and excitement.



We are original, from Japan. By bringing a glimpse into Japanese origins to life in our imagery, we create a link to our own origins.

For us, the Samurai is a symbol of concentrated precision in our products. Because we are an original, we don't pretend to be someone else. We follow the path of sincerity and truth. The lady represents the timeless beauty of our products, their unique elegance and style.

The images immediately show what Minamoto stands for: the original. For the people who go their own way. Just like us. Who are not satisfied with anything but the best. Just like us.

Which path do you follow?

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