



TVR® 504  
2021 EDITION

True Vintage Revival®

hand made in Japan

トゥルーヴィンテージリバイバル



1950s Archive — TVR® OPT uses only the original templates and blueprints in the creation process of our frames, along with original moulds where available. It is a creation process passed on from generations to selected artisans with a superior commitment to quality. *(Above)* First TVR®504 Campaign (2013); *(Above Right)* First production of TVR®504 in Natural Amber (2013).



## TVR® 504 2021 EDITION

Made famous by the legendary James Dean and then Johnny Depp in the recent decade, this model is one of the most iconic vintage designs ever created. Based on the iconic JD shape frame, the model is meticulously recreated by hand by our expert craftsmen in Sabae, Japan; including 50s retro anti-slip strips, seven-barrel hinges, keyhole bridge, signature SPM (Sun Platinum Metal) spear rivets and miter cutting by hand.

Miter cut is a critical technique vintage eyewear where the frontal frame and legs each lie at a 45-degree angle, creating a 90-degree angle. True Vintage Revival remakes all the original elements of the TVR® 504 using the exceptionally rare, authentic mould that produced this classic shape that has been worn by many illustrious icons of the century.

To celebrate the overwhelming support and encouraging response from customers over the years, TVR® OPT will be offering this 2021 EDITION using Zylonite material, featuring the intricate Japanese engraving depicting The Great Wave of Kanagawa on the metal core in this classic frame that comes with a modern twist.

*(Opposite Page)* TVR®504 in Antique Tortoise *(Left)* and Classic Black *(Right)*.









*“We come from a family of master craftsmen whose heritage dated back to the Edo period. Our family, the Yaemon, in fact is the first to perfect the iconic TVR®505 shape using traditional measurements and techniques, making this collection extra special to us.” — Sawada-Yaemon*



It is also important to note that TVR® OPT creates small-batch collections to keep the authenticity and artisanal qualities of each eyepiece at pristinely maintained — and even the materials are sourced from small-batch artisans in Japan.

TVR®504 2021 EDITION is handcrafted in nine fascinating colours including Antique Amber, Antique Tortoise, Brown Gradient, Classic Black, Classic Black Grey, Emerald Crystal, Sapphire Blue, Tortoise Yellow Crystal and Classic Black in 14K Gold (Limited Edition) features in three sizes — 44mm, 46mm and 48mm — each offering a style-statement quality in its own rights. ®

To find out more about the latest TVR®504 2021 EDITION, Instagram @TVROPT.

*(Opposite Page) TVR®504 in Tortoise Yellow Crystal (Left) and Classic Black Grey (Right).*



Moss Green / Greenish-blue Clip-on Polarised Lens  
(46mm & 48mm—USD120)



Silver / Greenish-blue Clip-on Polarised Lens  
(46mm & 48mm — USD120)

*(Above) Stylise the TVR®505 with lightweight clip-on polarised lens that come with vintage filigree design; (Left) TVR® OPT campaign for Spring / Summer 2017 was shot in Venice, Italy.*



*(Above)* TVR\*504 Woody Carved (2014), our craftsmen in Japan created this unique, patented method of shaping a real hardwood texture into stylish, functional eyewear. The process requires hours of shaping, filing, dyeing and polishing by hand and these exclusive limited edition designs are truly a wearable art; *(Left)* Each eyepiece is carefully polished by hand to achieve the best precision and finish; *(Right)* Handcut sheets of Japanese material from original vintage colours; *(Above Right)* TVR\* OPT campaign for Spring / Summer 2016.

*“Quality handcrafted eyewear is our DNA and we are proud to re-introduce these iconic vintage styles to a new generation of eyewear customers.” — Sawada-Yaemon*



## **What is SPM (Sun Platinum Metal)?**

SPM is a precious metal alloy developed by Shintaro Kato in 1930 in Japan. It was a very rare commodity at that time and beloved by the Showa royal family for its hardness, resistance against corrosion and excellent skin compatibility. Hence, the export of raw SPM material was not allowed back then. Its remarkable characteristics have made SPM the best material for eyewear frames as well as dental accessories and tools for cosmetic surgeries. Despite the name, SPM doesn't contain platinum — instead, it refers to the soft platinum colour after it has been polished. More importantly, the material retains its beautiful lustre even after a long period of time.

*(Opposite Page)* TVR\*504 in Antique Amber *(Left)* and Brown Gradient *(Right)*.











■ **Antique Amber**



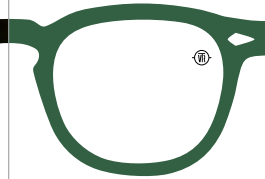
■ **Classic Black Grey**  
Temple: Grey Crystal



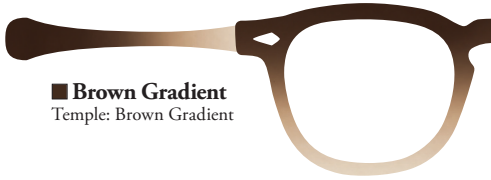
■ **Antique Tortoise**



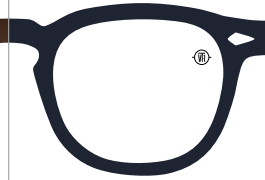
■ **Emerald Crystal**



■ **Brown Gradient**  
Temple: Brown Gradient



■ **Sapphire Crystal**



■ **Classic Black**



■ **Tortoise Yellow Crystal**  
Temple: Yellow Crystal



**TVR\*504**  
**2021 EDITION**  
Price USD495

Country of Origin  
**Sabae, Fukui, Japan**  
Frame Material  
**Japanese 5mm Zylonite**  
Metal Material  
**SPM (Sun Platinum Metal)**

Colours

- **Antique Amber**
- **Antique Tortoise**
- **Brown Gradient**
- **Classic Black**
- **Classic Black Grey**
- **Classic Black 14K Gold**
- **Emerald Crystal**
- **Sapphire Crystal**
- **Tortoise Yellow Crystal**

Sizing

Size **44 / 24mm**  
Lens **44mm**  
Hinge to Hinge **135mm**  
Temple **150mm**

Size **46 / 24mm**

Lens **46mm**  
Hinge to Hinge **139mm**  
Temple **150mm**

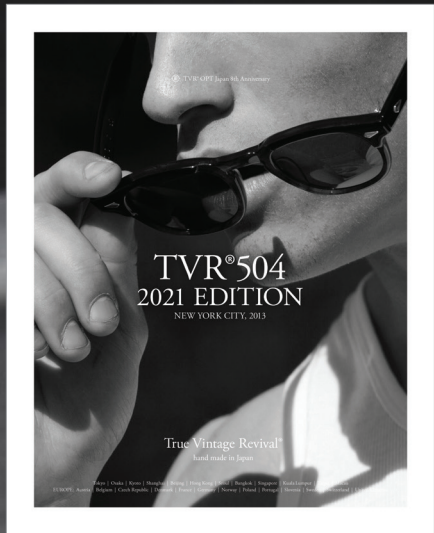
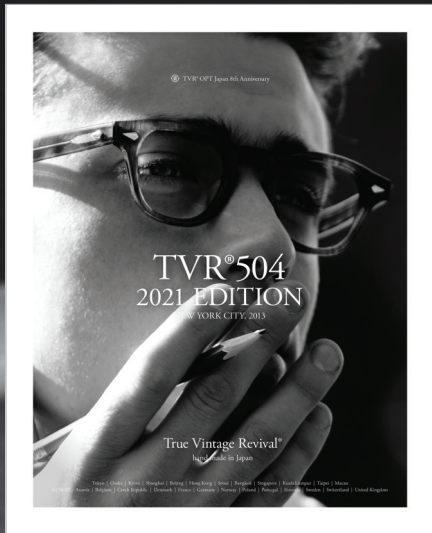
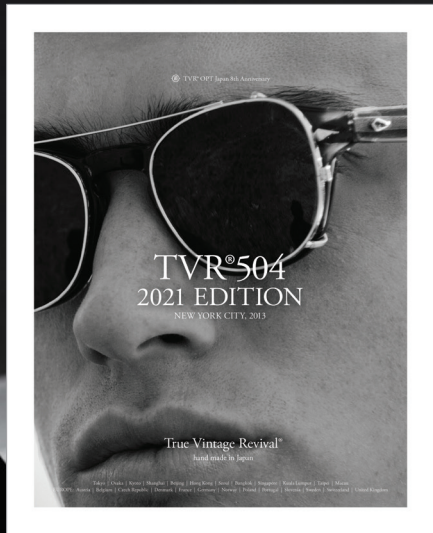
Size **48 / 24mm**

Lens **48mm**  
Hinge to Hinge **142mm**  
Temple **150mm**

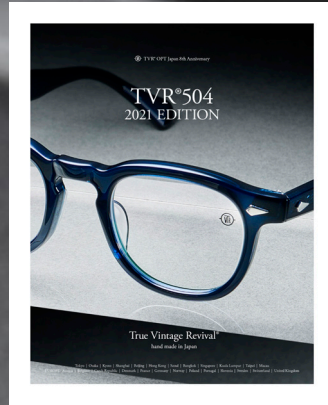
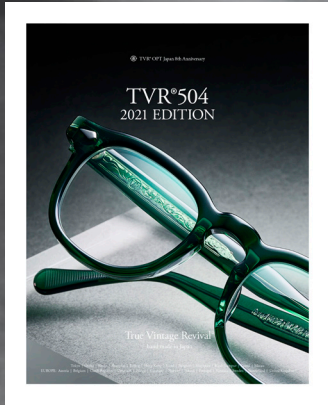
*(Opposite Page) TVR\*504 in Emerald Crystal (Left) and Sapphire Crystal (Right).*





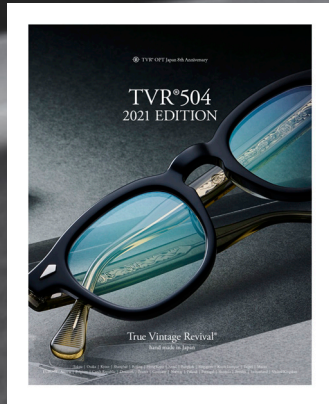
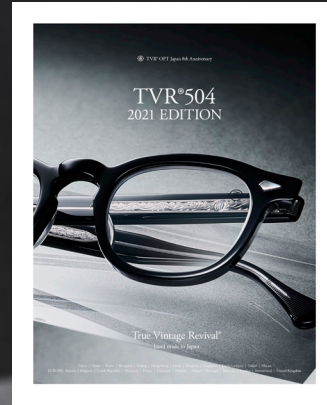


Unreleased images of TVR OPT First International Campaign shoot in New York City, 2013.



TVR°504 2021 EDITION Marketing Visual Campaign.








TVR\*504 2021 EDITION Marketing Visual Campaign.



**TRUE VINTAGE REVIVAL®**

[www.tvropt.com](http://www.tvropt.com) | [info@tvropt.com](mailto:info@tvropt.com) | [press@tvropt.com](mailto:press@tvropt.com) | [sales@tvropt.com](mailto:sales@tvropt.com)

   TVROPT

TVR 504 © COPYRIGHT 2021 TVR OPT