



TRUE VINTAGE REVIVAL (TVR®) RELEASES TVR®519 AN EVERGREEN EYEPIECE MADE FAMOUS BY JFK AND WHY IS TVR®519 SPECIAL

In conjunction with its 5th Anniversary in 2018, True Vintage Revival (TVR®) will be releasing a special eyepiece that is patented based on President JFK's custom-made Saratoga sunglasses.

The making of the collection, which started in 2017, pays homage to Kennedy's 100th year (if he was still alive). He was born in 1917, and TVR® aspires to commemorate his quintessential style that he had brought to the eyewear industry over the years.

TVR®519 American Collection carries a sophisticated look; a distinct angled curvature marked with a slightly oversized shape originating for the original Saratogas. The slimmer arms are quite significant, as are the diamond-shaped rivets that secure the hinges.



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As a staple eyepiece shape famous in the 1960s, TVR® has also added an extra feature to the design of the TVR®519 – a special custom-made clip on the side of the temple for easy fastening on pockets or sleeves. This special design is originally made for the president himself when he was presented with a pair of Saratogas.

Based on his favourite colours – tortoise shell and demi amber – the TVR®519 will come in Classic Black, Matte Classic Black, Antique Tortoise and Matte Demi Amber colour options; complementary to JFK's signature image of a sophisticated man and leader.

JFK preferred lenses that were polaroid (known today as polarized), as their glare-cutting qualities were perfect for the man of his caliber. Bearing that in mind, TVR®519 will also be available in polarized lenses, for that extra edge.

TVR®519 American Collection will be available in Summer 2018.

To find out more about TVR® latest collection, visit www.tvropt.com now.

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ABOUT TVR®

Powered by a true love for vintage eyewear and a strong interest in rare blueprints of eyeglasses from the golden days of 19th Century, True Vintage Revival was founded in 2014 to remake, recreate and reintroduce the essence of vintage eyewear to the world.

TVR®'s inspiration, blueprints and real vintage eyeglass models come from all parts of the globe. All materials and artistry are sourced and nurtured in Sabae, Japan – a city known for inventing the concept of nose pads and famous for its history of handmade eyewear for generations.

All TVR® eyewear are made by hand by a handful of artisans from Sabae, Japan, who are masters in handmade craftsmanship and artistry when it comes to making vintage eyewear pieces. Original tools and moulds from the 1920s to 1980s are put back into good use in the making of each and every TVR® eyepieces. TVR® also pays close attention into details, keeping true to its name – True Vintage Revival. Age-old styles like the keyhole bridge, 7-barrel hinges, 50s retro anti-slip strips, miter cutting technique and the individual vintage-shaped rivets are among the features that make TVR® creations unique, admirable and respectable.

Its first re-creation, the TVR®501 is inspired by the decade when colour television was invented with its TV-shaped frames being a classic style that is still popular until today. And come 2018, TVR® collection is set to redefined the true essence of vintage eyewear with a revisit to its most classic shapes, colours, history and aesthetics. All TVR® models are made with pristine quality using the highest quality of materials including the rare SPM (Sun Platinum Metal), a long lost traditional Japanese metal favoured even by the former emperor of Japan.

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