



PRESS KIT

CAROLINE ABRAM
PARIS

THE DESIGNER

Caroline is a little slip of a woman who runs after life in stilettos without wasting any of it. Melting pot of femininity and elegance, she makes her multiple origins her luck, her difference, and especially her asset.

Caroline gives every woman the possibility of revealing and glorifying all the facets of her personality! Her frames amaze by their colors, freshness and boldness. In her collections, she reveals tangy shades, impulsive and attractive forms.

Caroline Abram's collections are intended for all the women who want to feel beautiful, sensual, or just themselves. Remedy to the sentence «glasses do not fit me»; Caroline creates the addiction, the desire to possess them in all the colors, to coordinate them with their bags and shoes so that they become their fashion accessories.

Her collection Tête à Lunettes echoes for the Caroline Abram line dedicated to the adults: dynamic colors and translucent acetates, aiming at children from three or four years. Furthermore, she offers to the girls an accessory called bijounette, a jewel for the temple, to adorn nicely their frames, exclusivity.



HISTORY

Optician, trained during several years in designer oriented stores, Caroline Abram started in 1998 designing jewels and accessories for the eyewear market: lorgnettes, magnifying glasses, chains etc... It is reviving the not well known object called the lorgnette, that she quickly met an international success.

Rewarded by two gold Silmo awards, the Filao company opened its workshops of craft manufacturing in Dakar where Caroline spent her childhood. She trained a women's team there, which have been manufacturing for 15 years, all her accessory lines. Caroline Abram uses diverse materials such as resin, the silver, wood, semiprecious stones ...

During her journeys she discovers the charms of Florida and in 2008, she launched her own line of glasses reminding her of the old-fashioned charm of Miami. Sixties and vintage, South Beach inspired Caroline: the cat-eyes, colors, extreme femininity.

After beings asked so often by her customers « do you make the same for children? », it became obvious when the moment had come, in 2014 of (launch) the «Tête à Lunettes». The line was rewarded its first year for the Silmo award for best kids design.



KEY DATES

1998: Launch of the accessory brand Filao Paris.

2008: Launch of the Caroline Abram optical, and sunglasses line for adults.

2014: Launch of the kid's collection Tête à lunettes and openign of the shop.

Price and nominations

Prices awarded on the occasion of the most important international optical fair - vote of the major figures of the profession and of the journalists.

2006: Silmo d'or best brand environnement

2008: Silmo d'or best accessory with Berberiadé face à main.

2014: Silmo d'or best kids design with Têtes à Lunettes

2014: Opening of the first Caroline Abram shop

2015: Silmo d'or nomination in optical design category

2016: Silmo d'or nominationfor kids



THE STORE

A boudoir in the very heart of Paris dedicated to the Creations of Caroline Abram: universe of seduction around the glasses universe as well as her surprising accessories. Caroline Abram's collections are intended for all the women who want to feel beautiful, sensual, or just themselves.

Remedy to the sentence «glasses do not fit me»; Caroline creates the addiction, the desire to possess them in all the colors, to coordinate them with their bags and shoes so that they become their fashion accessories. With this new concept, we finally have a good reason to be happy to be poor sighted!



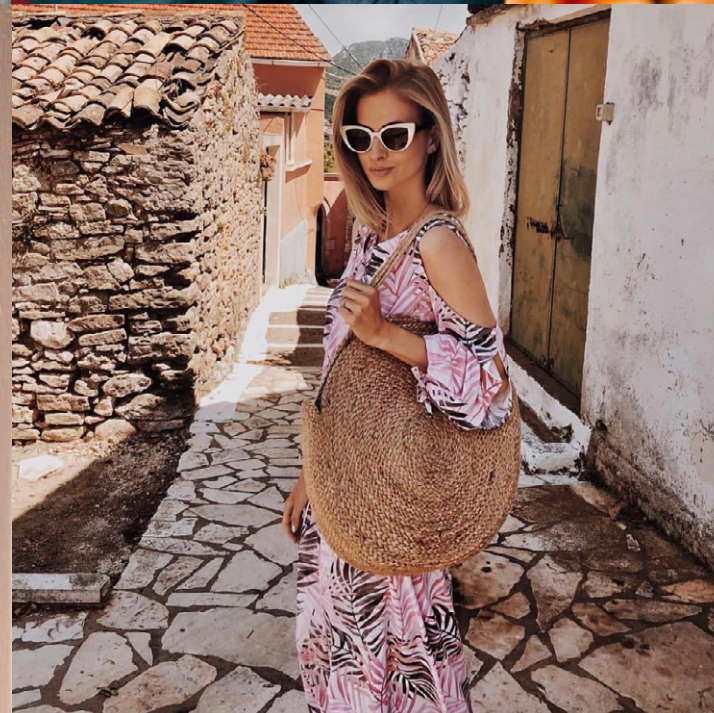
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