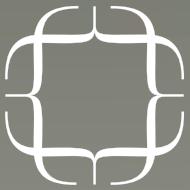


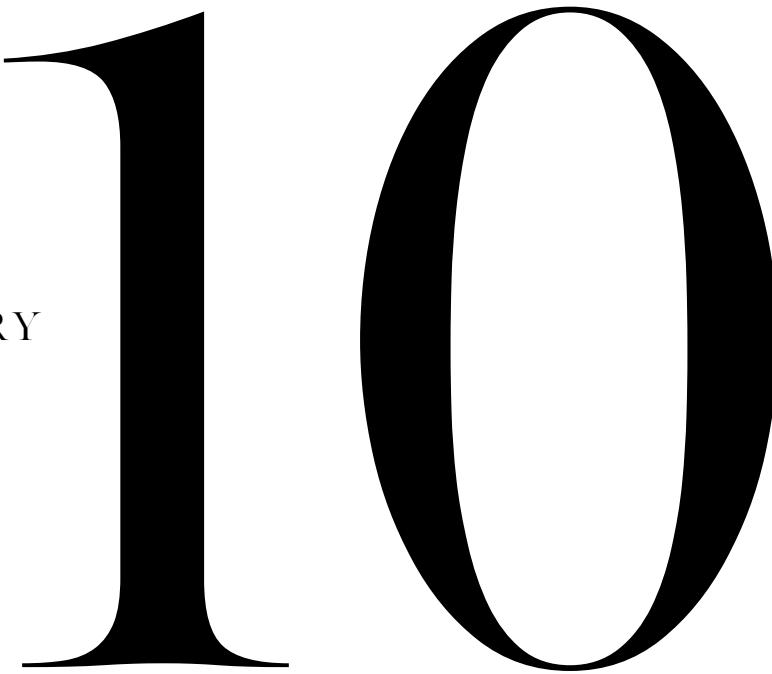
BLAKE KUWAHARA



FALL WINTER 2025 LOOK BOOK



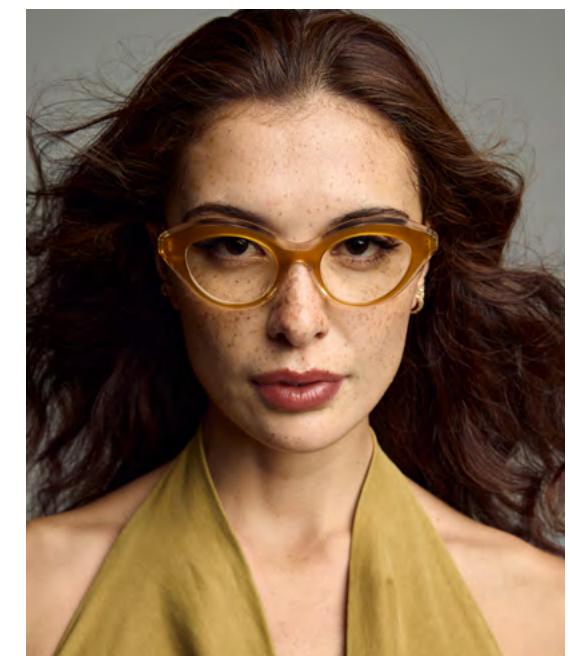
HONORING OUR 10 YEAR ANNIVERSARY
WITH TWO LIMITED EDITION STYLES
FOR FALL 2025

A large, bold, black number '10' is displayed. The '1' is a tall, narrow vertical shape, and the '0' is a wide, circular shape. Both digits are solid black and have a slight shadow or glow, giving them a three-dimensional appearance.

In celebration of their 10th anniversary, the Fall 2025 Collection from Blake Kuwahara Eyewear includes two limited edition styles, the EASTON and the STRAUB. Each piece will be individually numbered and available in only 100 pieces per color. A take on Kuwahara's signature "frame-within-a-frame" construction, the outer frames are surprisingly made out magnesium and the inner frames are made of titanium. "Rather than producing these frames out of acetate, which would be expected, I instead wanted to explore alternative materials. Because our collection is largely acetate, I preferred to work this time with metal. Magnesium is about a third of the weight of titanium which suits the thicker profile of the outer frames. Magnesium is very difficult to bend so the beveling on the fronts is a technical accomplishment. The inner frames are made from titanium which itself is lightweight but also allows for ease of glazing," says Kuwahara. In addition to these two styles, the Fall '25 release includes seven (7) acetate styles in the core collection as well as the expansion of the Grey Label Collection with

three new designs. These Grey Label styles are inspired by the Japanese design concept of 'wabi sabi' and celebrate the beauty of imperfection. By using hand-brushed techniques on the front surface and temples and drill work on the top of the eye rim, these frames become as much of a tactile experience as a visual one.

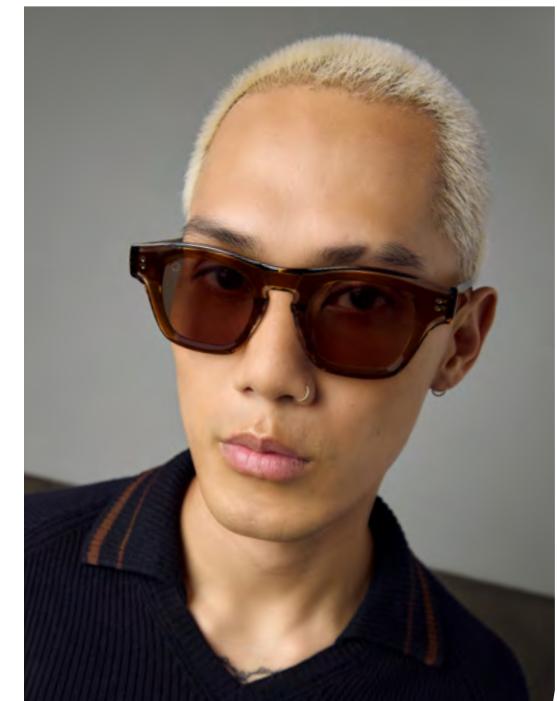
"As 2025 marks the 10th year since we launched at retail, it's important to celebrate our roots but also show our evolution by pushing the design boundaries by infusing different materials, shapes, and colors. I think that good design should sometimes create tension and slight unease. That often is the result of introducing something 'different' which can sometimes be met with resistance. In apparel it can be a new length of a hem or an unusual silhouette. In eyewear it can be a surprising shape, color, or texture. It takes time for the eye to adjust to newness, but I appreciate and applaud those who are early adaptors who embrace things that are not always "easy" and that might in fact be ahead of the curve," says Kuwahara.



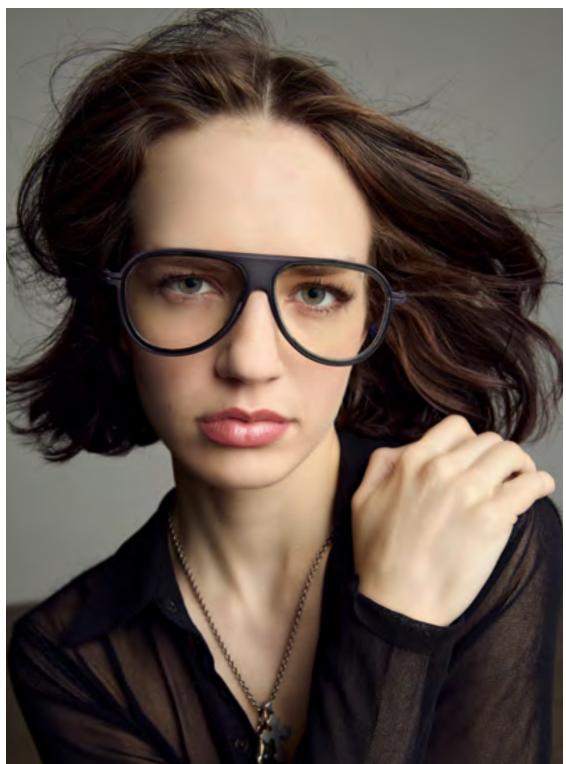
BULLARD



COFFIN



CORBET



EASTON



JANEWAY



PERKINS



PROCTOR



SMITHSON

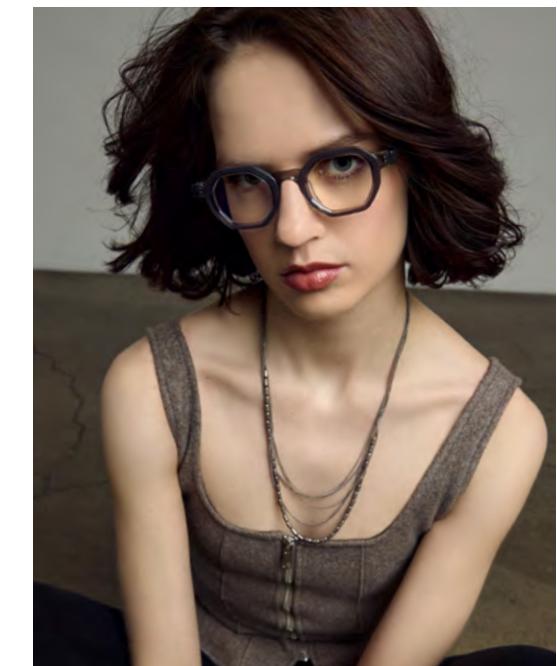


STRAUB

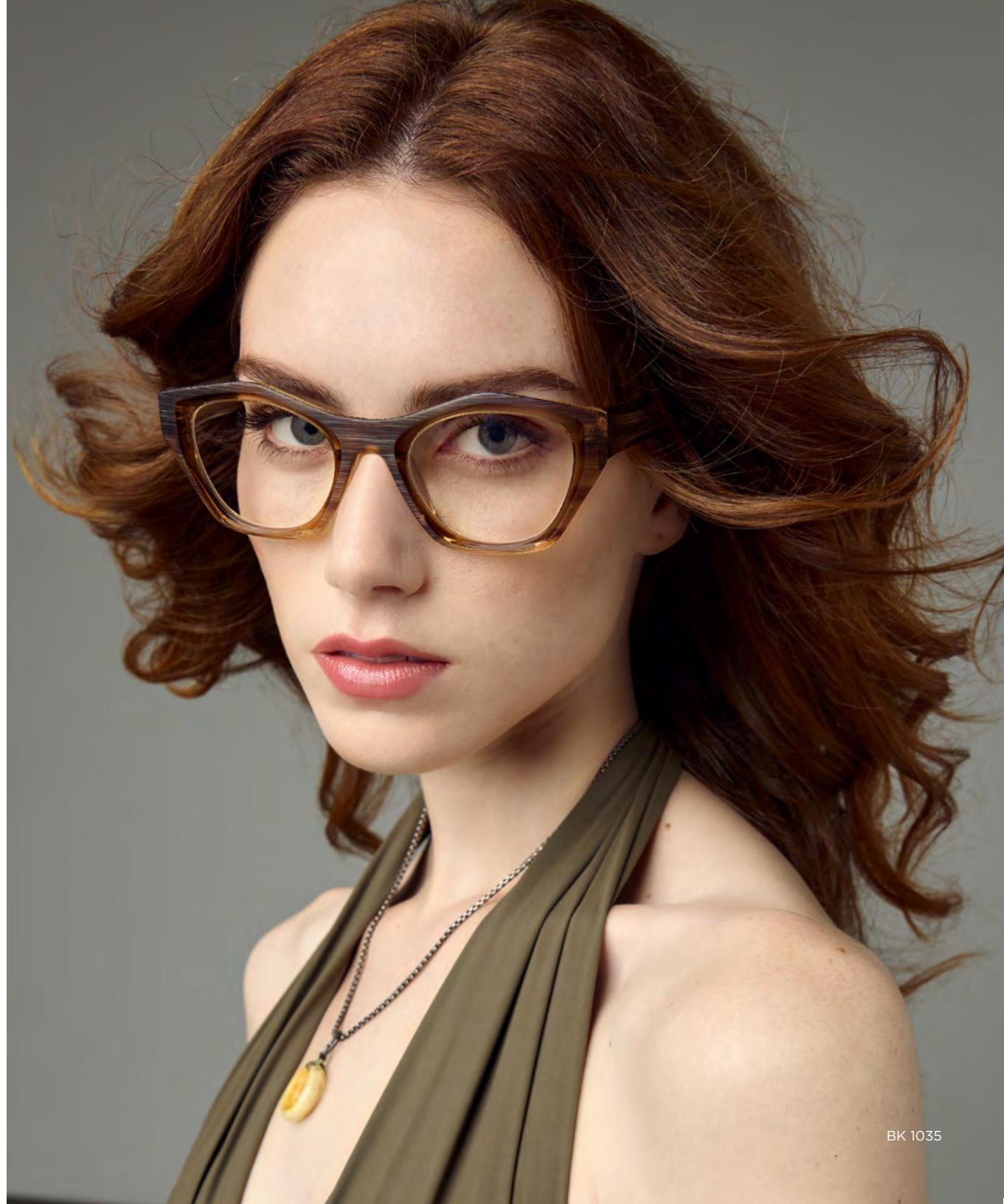
GREY LABEL COLLECTION



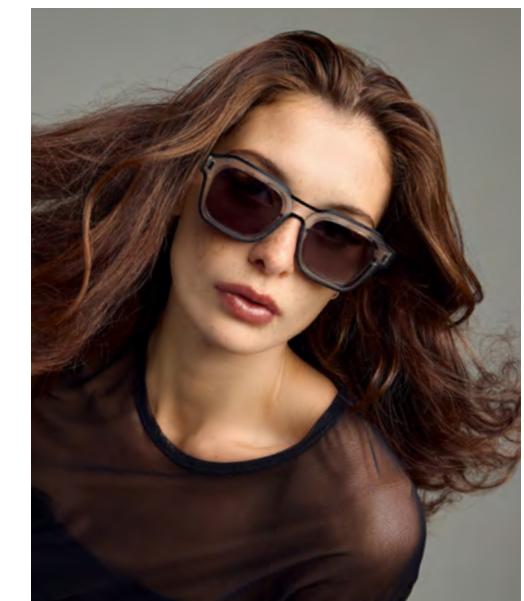
BK 1036



BK 1034



BK 1035



BK1036

BLAKE KUWAHARA FALL WINTER 2025



BULLARD



COFFIN



CORBET



EASTON



JANEWAY



PERKINS



PROCTOR



SMITHSON



STRAUB



BK 1034



BK 1035



BK 1036

All styles available in optical and sun, except for BULLARD and BK 1034 which are available as optical only.

BULLARD



black pixel



pumpkin



rose



teal

Available in optical only. Sizing: 47/21/140 mm. Colors: black pixel, pumpkin, rose, teal.

BULLARD



Available in optical only. Sizing: 47/21/140 mm. Colors: black pixel, pumpkin, rose, teal.

COFFIN



BLAKE KUWAHARA



blue horn



midnight



olive



tortoise

Available in sun and optical. Sizing: 53/20/145 mm. Colors: blue horn, midnight, olive, tortoise.

COFFIN



Available in sun and optical. Sizing: 53/20/145 mm. Colors: blue horn, midnight, olive, tortoise.

CORBET



BLAKE KUWAHARA 



caramel



light grey fade



olive



red horn

Available in sun and optical. Sizing: 45/23/145 mm. Colors: caramel, light grey fade, olive, red horn.

CORBET



Available in sun and optical. Sizing: 45/23/145 mm. Colors: caramel, light grey fade, olive, red horn.

EASTON



Available in sun and optical. Sizing: 58/15/145 mm. Colors: brown, gunmetal, ivory.

EASTON



Available in sun and optical. Sizing: 58/15/145 mm. Colors: brown, gunmetal, ivory.

JANEWAY



BLAKE KUWAHARA



berry



brown



olive



plum

Available in sun and optical. Sizing: 53/19/145 mm. Colors: berry, brown, olive, plum.

JANEWAY



Available in sun and optical. Sizing: 53/19/145 mm. Colors: berry, brown, olive, plum.

PERKINS



blue horn



brown horn gradient



grey horn gradient



midnight

Available in sun and optical. Sizing: 49/24/145 mm. Colors: blue horn, brown horn gradient, grey horn gradient, midnight.

PERKINS



Available in sun and optical. Sizing: 49/24/145 mm. Colors: blue horn, brown horn gradient, grey horn gradient, midnight.

PROCTOR



BLAKE KUWAHARA



blue grey



midnight



taupe



tortoise

Available in sun and optical. Sizing: 53/20/145 mm. Colors: blue grey, midnight, taupe, tortoise.

PROCTOR



Available in sun and optical. Sizing: 53/20/145 mm. Colors: blue grey, midnight, taupe, tortoise.

SMITHSON



blue horn



brown horn



midnight



vapor

Available in sun and optical. Sizing: 47/23/145 mm. Colors: blue horn, brown horn, midnight, vapor.

SMITHSON



Available in sun and optical. Sizing: 47/23/145 mm. Colors: blue horn, brown horn, midnight, vapor.

STRAUB



black



navy



wine

Available in sun and optical. Sizing: 47/26/145 mm. Colors: black, navy, wine.

STRAUB



Available in sun and optical. Sizing: 47/26/145 mm. Colors: black, navy, wine.

BK 1034



grey



navy



tokyo tortoise



turquoise

Available in optical only. Sizing: 44/26/145 mm. Colors: grey, navy, tokyo tortoise, turquoise.

BK 1034



Available in optical only. Sizing: 44/26/145 mm. Colors: grey, navy, tokyo tortoise, turquoise.

BK 1035



navy



plum



strawberry



toffee

Available in sun and optical. Sizing: 51/22/145 mm. Colors: navy, plum, strawberry, toffee.

BK 1035



Available in sun and optical. Sizing: 51/22/145 mm. Colors: navy, plum, strawberry, toffee.

BK 1036



belgium blue



crystal



olive



taupe

Available in sun and optical. Sizing: 51/22/150 mm. Colors: belgium blue, crystal, olive, taupe.

BK 1036



Available in sun and optical. Sizing: 51/22/150 mm. Colors: belgium blue, crystal, olive, taupe.

BLAKE KUWAHARA



FADE TO GREY, INC.

2749 NORTHWEST HUNTER DRIVE
BLUE SPRINGS, MISSOURI 64015 USA
E: INFO@BLAKEKUWAHARA.COM
P: +1.816.220.7533

BLAKEKUWAHARA.COM
@BLAKEKUWAHARA

SALES

CLAUDIO ARENA
E: CLAUDIO@BLAKEKUWAHARA.COM
C: +1.949.637.3087

PUBLIC RELATIONS

DENNIS LEONARD
E: DENNIS@BLAKEKUWAHARA.COM
C: +1.816.220.7533