

SPRING 2011

K A T A

ABOUT <sup>03</sup>

SPRING 2011 COLLECTION <sup>04</sup>

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# CUTTING-EDGE YET ORGANIC, THE KATA POINT OF VIEW IS MODERN AND FORWARD-THINKING— A DRAW FOR THE CREATIVE EYE AND ADVENTUROUS MIND.

Designed around four fundamental pillars—simplicity, innovation, authenticity and responsibility—the brand explores form, finish and material over adornment.

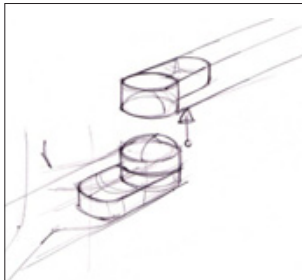
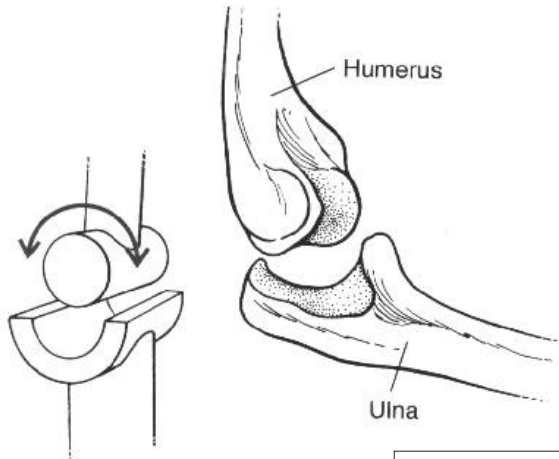
Reflecting a holistic worldview, Kata hones honest materials and simple constructions with cutting-edge technology to create a brand that is style conscious with a measure of conscience.

Proven in the world of eyewear, Kata continues to anticipate and evolve as it reflects a culture that is increasingly design-savvy and world-aware.

# SPRING 2011 COLLECTION

New for 2011, form meets function with the cutting-edge Kata M1™ collection. The group features five optical frames and two sunglasses.

The sophisticated *Reverse* collection also introduces four new optical frames.



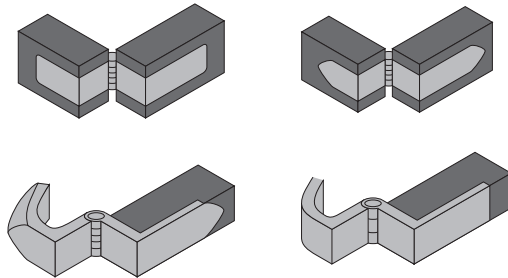
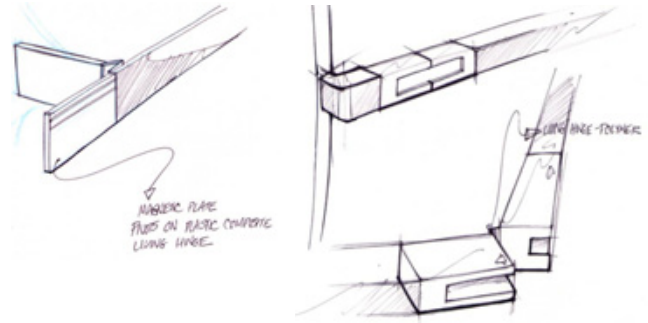
## M1

A magnet's natural polarizing properties facilitate a new temple concept that promises to revolutionize the way in which eyewear is created. A work of technical beauty, the magnetic force functions like the joint ligaments in the human body with a physical tension that joins both pieces as one screwless hinge; patents are pending worldwide.

# CAD DRAWINGS

INFLUENCE Ron Arad chairs

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## REVERSE

*Reverse* is based upon the idea of turning the hinge of a frame literally inside out. By exposing the connection between titanium and acetate on an inverted hinge, the ordinary is cleverly elevated into the realm of exceptional. The *Reverse* collection is presented in two harmonizing incarnations: a vintage-inspired selection of frames and then a modern grouping. Both offer an inspired way of interpreting the new temple concept and flawlessly incorporate signature Kata design elements.

# M1.0

SIZE 55/16/140 B 30.9 ED 57.9

COLORS noir, walnut, gunmetal, olive

Y  
E  
A  
T  
A<sup>®</sup>



gunmetal



olive



noir



walnut

# M1.1

SIZE 55/16/140 B 34.0 ED 59.1

COLORS noir, walnut, silver, gunmetal



noir



silver



walnut



gunmetal

# M1.1S

**SIZE** 55/16/140 **B** 34.0 **ED** 59.1

**COLORS** noir, walnut, silver, gunmetal



gunmetal



walnut



noir



silver

# M1.2

SIZE 57/15/140 B 40.3 ED 60.3

COLORS gold, walnut, silver, gunmetal



gold



silver



walnut



gunmetal

# M1.2S

SIZE 57/15/140 B 40.3 ED 60.3

COLORS gold, walnut, silver, gunmetal



walnut



gold



silver



gunmetal

# M1.3

**SIZE** 54/16/140 **B** 36.3 **ED** 59.0

**COLORS** antique gold, walnut, silver, gunmetal



silver



walnut



antique gold



gunmetal

# M1.4.1

SIZE 53/17/140 B 28.8 ED 56.4

COLORS antique gold, walnut, silver, gunmetal



antique gold



gunmetal



walnut



silver

# M1.4.2

SIZE 54/18/140 B 36.2 ED 57.7

COLORS antique gold, walnut, silver, gunmetal



# M1.4.3

SIZE 50/20/140 B 38.8 ED 51.5

COLORS antique gold, walnut, silver, gunmetal



gunmetal



antique gold



walnut



silver

# REVERSE 5 / K205

SIZE 55/16/140 B 31.1 ED 58.1

COLORS noir, silver, walnut, gunmetal

*titanium front and hinge detail*



silver



noir



walnut



gunmetal

# REVERSE 6

SIZE 52/18/140 B 30.1 ED53.3

COLORS noir, gunmetal, olive, walnut

*titanium front and hinge detail*



walnut



olive



noir



gunmetal

# REVERSE 7 / K207

SIZE 54/18/140 B 32.0 ED 58.2

COLORS noir, dark tortoise, olive, blonde horn  
*titanium hinge detail*



dark tortoise



blonde horn



noir



olive

# REVERSE 8 / K208

SIZE 55/17/140 B 27.9 ED 58.5

COLORS noir, dark tortoise, olive, blonde horn, crystal, tortoise/navy  
*titanium hinge detail*



tortoise/navy



olive



noir



dark tortoise



blonde horn



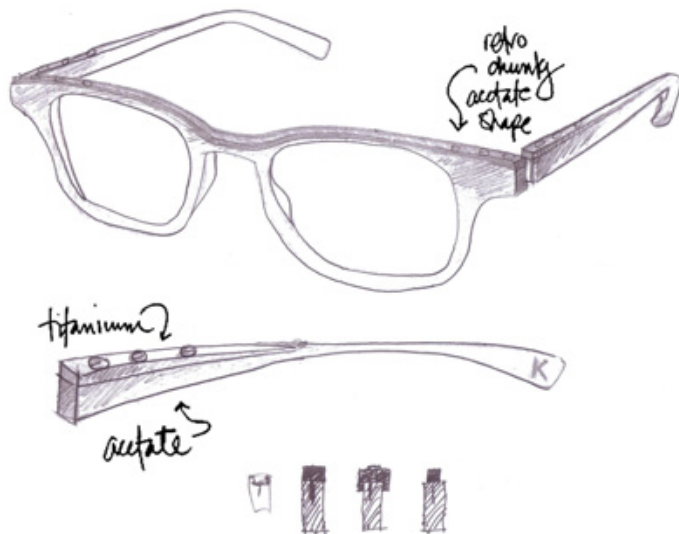
crystal

FALL 2010 COLLECTION

# IDEATION SKETCHES

## INFLUENCE Bridge Design Details

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## TRESTLE

The *Trestle* group centers on the bold, architectural styling of industrial rivets. Inspired by the iron grommet detailing found on turn of the century bridges, this new group is utterly industrial and purely artistic. Handmade Italian acetate is combined with custom antiqued titanium details for a handsome, vintage-inspired collection.

# REVERSE 1 / K201

SIZE 46/20/140 B 38.4 ED 47.6

COLORS antique gold, antique silver, olive, walnut  
*titanium front and hinge detail*



antique silver



walnut



antique gold



olive

# REVERSE 2 / K202

SIZE 47/21/140 B 29.8 ED 47.7

COLORS antique gold, gunmetal, olive, walnut

*titanium front and hinge detail*



antique gold



gunmetal



olive



walnut

# REVERSE 3 / K203

SIZE 52/18/140 B 38.8 ED 49.0

COLORS noir, dark tortoise, olive, crystal, dark tortoise/crystal, tortoise/noir  
*titanium hinge detail*



dark tortoise/crystal



tortoise/noir



noir



dark tortoise



walnut



crystal

# REVERSE 4

SIZE 46/20/140 B 37.3 ED58.0

COLORSnoir, tortoise, olive, crystal, olive tortoise, yellow crystal  
*titanium hinge detail*



olive tortoise



crystal



noir



tortoise



olive



yellow crystal

# TRESTLE 3 / K199

SIZE 53/18/140 B 28.2 ED 54.8

COLORS gunmetal, navy, olive, walnut



olive



walnut



gunmetal



navy

# TRESTLE 4 / K200

SIZE 54/19/140 B 28.7 ED 56.7

COLORS noir, gunmetal, navy, olive, walnut



navy



gunmetal



noir



olive



walnut

ADDITIONAL STYLES IN  
THE KATA COLLECTION



**BLADE 1 / K181** SIZE 51/18/145 B 36.5 ED 53.1

COLORS noir, dark tortoise, slate horn

*titanium detail*



**BLADE 2 / K182** SIZE 52/15/135 B 31.8 ED 59.9

COLORS noir/horn, dark tortoise/honey, olive/jade

*titanium detail*





**BLADE 3** SIZE 51/16/135 B 26.8 ED56.8  
COLORSjet/smoke, tortoise/sand, berry/ruby  
*titanium detail*



**BLADE 4 / K184** SIZE 46/21/135 B 36.5 ED 41.6  
COLORSnoir/horn, dark tortoise/honey, tortoise/sand  
*titanium detail*



**BLADE 5 / K185** SIZE 56/15/135 B 36.5 ED 65.6

COLORS noir/horn, dark tortoise/honey, navy/marine, olive/jade  
*titanium detail*



**BLADE 6 / K186** SIZE 60/15/135 B 49.0 ED 76.7

COLORS noir/horn, dark tortoise/honey, tortoise/sand, milk/smoke  
*titanium detail*





**BLADE 7 / K187** SIZE 51/15/135 B 28.7 ED 57.6

COLORS noir/horn, tortoise/sand, navy/marine, berry/ruby  
*titanium detail*



**BLADE 8 / K188** SIZE 49/16/135 B 26.5 ED 38.7

COLORS jet/smoke, dark tortoise/honey, berry/ruby, navy/marine  
*titanium detail*



# TIMBER 1 / K195

SIZE 54/18/135 B 30.1 ED 57.6

COLORS noir/wenge, walnut/wenge, silver/wenge, olive/wenge, maroon/wenge  
*titanium*



olive/wenge



silver/wenge



noir/wenge



walnut/wenge



maroon/wenge

# TIMBER 2 / K196

SIZE 55/18/135 B 29.0 ED 59.3

COLORS walnut/wenge, gunmetal/wenge, olive/wenge, navy/wenge  
*titanium*



navy/wenge



walnut/wenge



gunmetal/wenge



olive/wenge

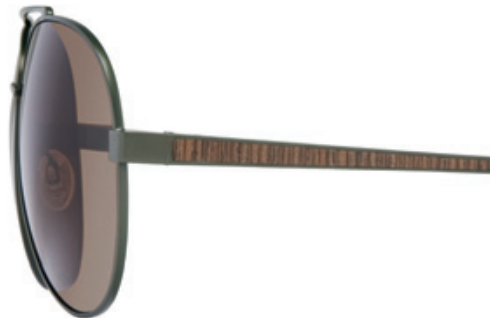
# TIMBER 3 / K194

SIZE 61/13/135 B 53.0 ED 69.2

COLORS walnut/wenge, gold/wenge, silver/wenge, gunmetal/wenge, olive/wenge  
*titanium*



gold/wenge



olive/wenge



walnut/wenge



silver/wenge



gunmetal/wenge

KATA®

# TRESTLE 1 / K197

**SIZE** 51/18/145 **B** 30.5 **ED** 54.0

**COLORS** noir, dark tortoise, slate horn

*titanium detail*



slate horn



dark tortoise



noir

# TRESTLE 2 / K198

**SIZE** 51/18/145 **B** 36.5 **ED** 53.1

**COLORS** noir, dark tortoise, slate horn

*titanium detail*



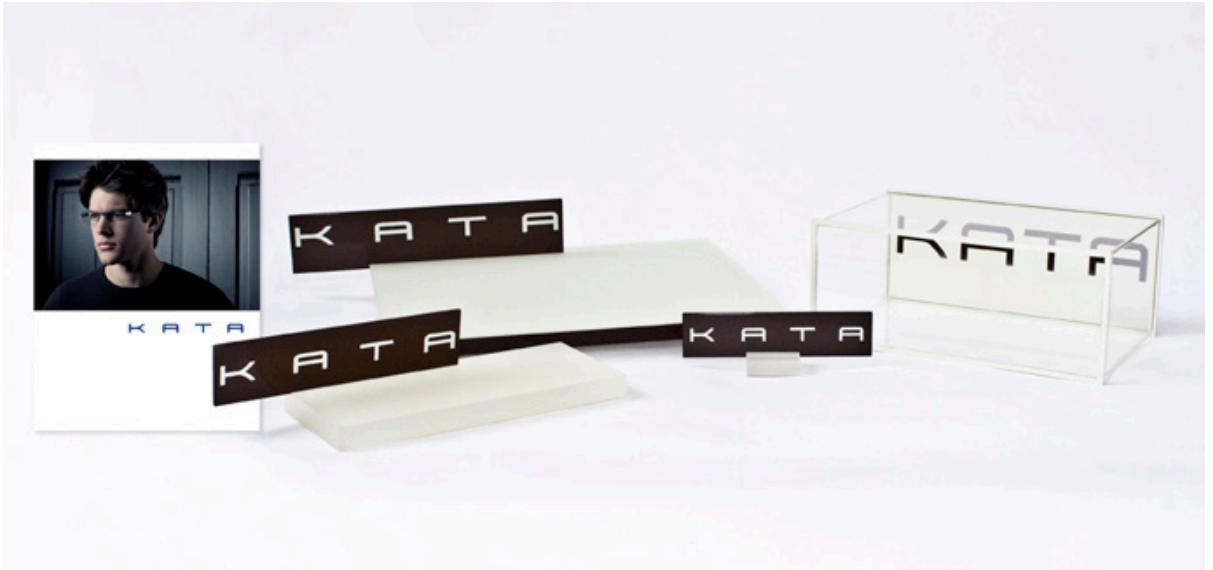
dark tortoise



noir



slate horn



## POINT OF PURCHASE

Poster 24w × 30h", Counter Card 6w × 8h", Postcard 4w × 6h"

Small Display 9l × 4w × 3h", Display Tray 15l × 13w × 4h",

Logo Plaque 7l × 2w × 2h", Display Box 12l × 8w × 5h"

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