

# CULT VISION

## CULT VISION X EINSTOFFEN X AMELIA GRAHAM - VIRTUAL POP UP

This Spring, a unique and exciting mix of independent and sustainable eyewear, fashion and inspiring art will arrive at the '67 York Street' Online Show Room in Marylebone!

The online event will be the official UK launch of the Swiss 'shooting star' brand EINSTOFFEN which has taken the eyewear industry in Europe by storm! EINSTOFFEN is a young eyewear and fashion brand inspired by nature, art, film and music. They will be launching their biggest collection in EINSTOFFEN's eleven-year-history: **'Stand Tall, Run Free'** in the UK, celebrating independent minds and free spirits with forward-thinking designs, unusual materials and combinations.

The pop up will be curated and sponsored by the Founders of Clerkenwell-based CULT VISION: Distributors and Curators of design and craft-led eyewear brands. The event will officially launch 'Cult Vision Trade': Distribution of Eyewear, Accessories and Furniture to business customers.

The founders also own the 67 York Street Show room; a pop-up space / gallery with a focus on projects by creatives and designer makers in the heart of London's charming Marylebone.

Textile designer and artist Amelia Graham will showcase her unique geometric and arithmetic shapes in various forms of artwork at the pop up, to compliment the fashion and eyewear by Einstoffen and the furniture by Cult Vision. Previously, she has collaborated with the founders of Cult Vision with fun projects such as window installations at the Cult Vision store and custom made, limited edition lens cloths for Clerkenwell Design Week 2018 and 2019.

To spice things up at the event, drinks will be sponsored by the Multi-award winning, super premium 'Orange and Geranium Gin' by Marylebone Gin. This is their latest addition launched just in time for Spring, and has recently been voted Worlds' Best Flavoured Gin at the World Gin Awards 2020!

As an added bonus, the characteristic bright orange colour of the 'Orange & Geranium' Marylebone Gin bottle will blend in perfectly with the artwork by Amelia Graham, incorporating the 'Cult Vision signature orange' which appears in many of their installations and collaborations with artists and designer makers.



**During the VIRTUAL POP UP between the 16<sup>th</sup> of March and 16<sup>th</sup> of June:**

All trade customers placing an order on the Cult Vision Trade site <https://trade.cultvision.com/> will receive:

- An eyewear inspired limited edition A3 print by Amelia Graham (order of 15+ Einstoffen Eyewear)
- A bottle of Orange & Geranium Marylebone Gin (order of 25+ Einstoffen Eyewear)
- A Quartz Watch by Einstoffen (order of 35 + Einstoffen Eyewear)

Post a selfie wearing your Einstoffen Eyewear hashtagging #einstoffen to receive:

- A limited edition 'LOVE' A5 print by Amelia Graham

**EINSTOFFEN X CULT VISION X AMELIA GRAHAM VIRTUAL POP UP**

Eyewear and Fashion by Einstoffen / Art by Amelia Graham

**Curated by CULT VISION / 67 York Street**

16th of March - 16th of June 2020

Instagram: @67yorkstreet @cultvision @cultvisiontrade



**Drinks sponsored by Marylebone Gin**



**AMELIA GRAHAM**

**EINSTOFFEN**

**CULT VISION**

**67 YORK STREET**

For details please visit:  
[www.67yorkstreet.com/cultvision-einstoffen-ameliagram](http://www.67yorkstreet.com/cultvision-einstoffen-ameliagram)

Notes to editor:

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**CULT VISION X EINSTOFFEN X AMELIA GRAHAM - VIRTUAL POP UP:**

Dates: 16<sup>th</sup> of March - 16<sup>th</sup> of June 2020

Virtual address: <https://www.67yorkstreet.com/cultvision-einstoffen-ameliagraham/>

Instagram: [@67yorkstreet](#) [@cultvision](#) [@cultvisiontrade](#)

**About CULT VISION:**

At CULT VISION, we curate an exclusive collection of cult eyewear brands; original frame designs, made from the best quality materials and the finest craftsmanship. Our eyewear is chosen from a handful of independent, carefully selected, design and craft-led brands – all with a story behind them.

CULT VISION TRADE provides a range of services and we distribute eyewear, accessories and furniture to business customers. The eyewear is from a handful of independent, carefully selected, design – and craft-led designer makers and brands such as Einstoffen.

Email: [Marianne@cultvision.com](mailto:Marianne@cultvision.com) Website: [www.cultvision.com](http://www.cultvision.com) and [www.trade.cultvision.com](http://www.trade.cultvision.com)

**About EINSTOFFEN:**

‘Where the raw nature of the alps meets urban lifestyle.’

EINSTOFFEN is a young eyewear and fashion brand founded in 2008 by four friends from Switzerland. Eyewear, and streetwear, nature and urbanity, Swiss quality awareness and a pinch of extravagance make up their collection of shirts, glasses, sunglasses, T-shirts and watches in materials such as wood, stone, cotton.

Their shades and specs made of natural, handmade sustainable materials won a total of four German Design Awards in 2018 and 2019. (Link to 2020 catalogue ‘Stand Tall. Run Free’ [here](#) )

Email: [trade@cultvision.com](mailto:trade@cultvision.com) or [philippe@einstoffen.ch](mailto:philippe@einstoffen.ch) Website: [www.einstoffen.co.uk](http://www.einstoffen.co.uk)

**About Amelia Graham:**

Textile Designer Amelia works cross-discipline in the fields of fashion, art, and interiors.

Interest in her geometric and arithmetic work led to the launch of her eponymous line in 2014: free and measured rhythms, nods to brutalist architecture, African textiles and post-modernism, encapsulated in signature prints on fabric, art prints and scarves.

Email: [info@ameliagraham.com](mailto:info@ameliagraham.com) Website: [www.ameliagraham.com](http://www.ameliagraham.com)

**About Marylebone Gin:**

About the Orange & Geranium Gin:

Like the original Mary-Le-Bone London Dry Gin, the super-premium and multi award winning ‘Orange and Geranium Gin’ utilises the floral botanicals associated with the fashionable Pleasure Gardens of London which existed in the 18th century. Recently voted ‘Worlds’ Best Flavoured Gin’ at The World Gin Awards 2020!

Email: [info@marylebonegin.com](mailto:info@marylebonegin.com) Website: [www.marylebonegin.com](http://www.marylebonegin.com)