# PRESSPACK 2018

<table>
<thead>
<tr>
<th>1</th>
<th>PARASITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>P2</td>
<td>company</td>
</tr>
<tr>
<td>P3</td>
<td>parasite brand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>DESIGN</th>
</tr>
</thead>
<tbody>
<tr>
<td>P4</td>
<td>active holding</td>
</tr>
<tr>
<td>P5</td>
<td>made in super france</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>P6</td>
<td>solar system lenses</td>
</tr>
<tr>
<td>P7</td>
<td>materials &amp; process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>NEW MODELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>INVADERS FRAMES</td>
<td>HORMONE OF GROWTH</td>
</tr>
<tr>
<td>P8</td>
<td>P9</td>
</tr>
<tr>
<td>VEGA</td>
<td>HORMONE</td>
</tr>
</tbody>
</table>

*MADE IN SUPER FRANCE*
THE COMPANY

PARASITE DESIGN

2002: Designer Hugo Martin launches Parasite, starting with the revolutionary eyewear he has invented. The first Parasite sunglasses (2003) et the brand meet immediately success. It allows Hugo to create the Parasite Design company with a structure adapted to a long term view and international ambitions. Parasite makes profit and the brand has a strong image from its first season.

Since its birth, Parasite has made its products evolve from conceptual to mass market, and has enlarged its ranges while growing... Stereo sunglasses (2003), optical frames (2004), designer's brand Noego (2006), Mono models (2008), Astero ski goggle (2010). In the future, Parasite will create several accessory and apparel ranges.

Today the Parasite Design company represents 20 people whose average age has just gone over 30. Parasite products are now distributed in 20 countries located on 5 continents.

WORK IN PROGRESS

Parasite Shields
The Parasite Astero ski goggle is the first product of the new PARASITE SHIELDS range. Other goggles adapted to specific activities will soon be added to this range (ski, motocycle, etc).

Parasite Online Store
In a way to distribute ASTERO goggle all around the world, Parasite is about to inaugurate an online store. Parasite will also sell at this store Limited edition eyewear, tee-shirts, polos and jackets supporting the Parasite logo, co-branded products, and products from other brands that are close to the Parasite spirit.

Partnerships
Parasite sets up partnerships, to create other products than eyewear and sell at the Parasite Online store products already existing.
The Parasite brand has been created through the idea of symbiosis: Innovative design products that fusion with the user, in a SPORT FASHION (both performant and elegant) and SCIENCE FICTION (technologic and futuristic) spirit.

In these times of the internet, the GMO and quantic physics, the Parasite universe is close to reality, it is just anticipation. Parasite appeals to the ones who believe in harmony between Man and machines, and shapes a world in wich technology is assimilated to such an extent that it has become one with living beings. Parasite is positionned as a precursor of the mass market through its products and discourse, and affects people who are open to innovation first.

SPORT SPONSORING
Parasite is partner with A1 Team France in A1GP World Cup of Motorsport. Nicolas Prost is the team’s main pilot.
www.a1gp.com

Joël Mourard (French champion of snowboard Big Air) has tested Parasite’s ASTERO ski goggle : «No problem with condensation anymore, (...) Vision is superb, and what a show off ! (...) There were always people asking me about it when wearing it»
www.chosengoods.com

FASHION DESIGN
Parasite sets up partnerships in design and co-brandings in a way to create and distribute several new ranges of accessories. These products will be sold at the Parasite online store (opening late 2009).

Renault Design and Parasite have worked together to integrate sunglasses in the Megane Coupé Concept car (2009).

SCIENCE INTERNET
The parasite-design.com portal leads to the product sites, and to the blog, on wich Parasite publishes news. The blog has been updated for season 2010, and it is now connected with social networks. Parasite is going to increase the number of themes delt within the blog, in a way to promote the Parasite spirit also out of the brand’s discourse. The launching of Parasite online store is scheduled late 2009.
www.parasite-design.com

FICTION CINEMA
Parasite sunglasses give a great contribution to the universe of TURBO. It is an American futuristic short film that has an awesome visual impact. Director Jarrett Conaway now works on a long version of TURBO...
www.turbothemovie.com

Parasite contaminates a sequence in the film SODIUM BABIES, dealing with vampires. It has been directed by the Decaillon brothers, young French talents ! www.lesfilmsdelalymphe.com
Contrary to standard glasses, the Parasite frame is not designed to involve the ears and the nose. It caresses the wearer’s face and gently holds on the temples. The Parasite frame adapts to every kind of morphology and allows optimised comfort, holding and style. It really is a living object.

**COMFORT & ADVANTAGES**
- One never has had this feeling of ‘hardly’ wearing glasses, since they hold by themselves. They provide a great feeling of ease and freedom.
- The ears are no longer employed, which prevents allergies and irritations.
- The parts of the head the frame holds on are almost insensitive.

**POSITIONING & HOLDING**
- The reference point is the lower arm, which must be placed on the temporal bone. This bone is situated just next to the ear, an insensitive part of the face.
- The lower arms support the device. The upper arms bring stability to the ensemble (the glasses do not fall off, even with your head turned upside down).
- When correctly adjusted, Parasite frames offer exceptional comfort and holding qualities.
The Parasite brand has been created by young French people who seek after international success. They were children of the 80’s, they grew up with color TVs, they played with the first video game consoles, they have seen the invasion of computers. They were teenagers during the 90’s. They have read American comics, they have watched Japanese animes, they have lived the outbreak of the internet, the birth of mobile phones, and have been aware about the eclosure of a multipolar world. They want to experience and be parasites of this world of technology and crossbreeding.

The Parasites are philosophically citizens of the world (universalism) and culturally mongrels. They have heritated of the revolutionary fibre, the free spirit and perfectionism that has made France a glorious nation. You can feel the Parasites’ French identity in their conceptual approach of design, their constant creativity, and their love for doing their job well.

Super France is made of French entrepreneurs that are optimistic and love the current epoch. Parasites bring passion to express themselves in their art, they do it the French way!

Manufacturing in France is more expensive than doing it in Asia. Parasite pays this price for its high range products. It also allows Parasite to go further in terms of creativity and design...

QUALITY
- Manufacturing in Europe lead to quality: The choice of best materials and a great mastering in manufacturing processes bring solid, clean and performant products.

CREATIVITY
- The French eyewear manufacturers are at the top, and give their best to innovate: They are always ready to develop new process for designers.
- The French eyewear manufacturers have a real creative sensitiveness that makes comprehension of the designers’ aims easier.
**MATERIALS:** Parasite solar lenses are made of polycarbonate. They filter 100% UV rays (to 400 nm length of wave). And they filter (category 3 lenses) at least 88% of visible blue light (380 - 500 nm) that is noxious for the eyes.

**OFF-CENTER LENSES:** Parasite solar lenses that are base 8 (strongly curved lenses) are all off-center, (optical center is shifted) in a way to resolve the deformation caused by the curve of the lens.

**ANTIREFLECTION:** All Parasite solar lenses have got antireflection treatment on their back side. Thus, they offer more precise vision, and better comfort.

**ANTISCRATCH:** All Parasite solar lenses benefit from a special varnish that attenuates risks of scratches and abrasion.

**Polarized light** is orientated in one single direction (polarized wave). Most of reflected lights are polarized. Polarized lenses filter these dazzling rays thanks to a special disposal of their molecules. They are very well adapted to driving (they stop rays reflected by windshields).

**INJECTED POLARIZED FILM:** Instead of being simply glued to the polarized film, lens is injected on both sides of it. There is no way for the polarized film to get off, as it can happen on most of other polarized lenses. This process also preserves the clearness of vision, and avoids distortion of the optical.

**Photochromic lenses** are made of cells that get tainted by ambient light.

**RESISTANT:** Parasite photochromic lenses are active during 2 years minimum in intense use.

**REACTIVE:** Solar protection evolves from category 1 and 3 in a few seconds.

**DRIVE:** Parasite photochromic lenses also work behind a windshield (with 50% less variation).
MATERIALS AND PROCESS

STEELSKIN: QUALITY MATERIAL
All Parasite frames are made of a special stainless metal alloy called STEELSKIN. Here are some advantages of STEELSKIN material:

- SOLID (even very thin, the frame is resistant), LIGHTWEIGHT (comfort), SUPPLE (one can easily adjust the frame), ANALLERGIC, and completely RECYCLABLE.

METALYSIS: PERFORMANCE PROCESS
Parasite uses a process called METALYSIS, to make its frames. METALYSIS provides the following advantages:

- cutting and engraving of metal in one single operation
- high precision (works on 0.7mm thin metal)
- as interesting for small and big series (limited editions...)

FINE ARTWORK
Thank to a progressive mastery of METALYSIS, Parasite has made its design evolve and has subtly integrated great finishes:

- thin engravements of the frame (patterns and logos embellish the glasses)
- superpozed articulation (the engravements of both the arms and front part of the frame perfectly fit together around the hinges)
- edges of the frame subtly carved.
- all these details make copying more and more difficult.

FINISHES MADE IN SUPER FRANCE
Thank to Parasite French Manufacturers’ Savoir-Faire, Treatments that are applied on the STEELSKIN frames surface are superb:

- chrome or gold, scratched or smooth
- deep and profound taints
- additional color laquers hand-applied with a seringe
- subtile twin colors.

FONCTIONAL & AESTHETIC
Thanks to an exceptional design and a great mastery of the manufacturing process, Parasite sells unique frames:

- thin, lightweight, solid, supple and ajustable
- perceived and effective high quality
- easily recognizable
- hard to copy.
INVADERS FRAMES

VEGA and GOLGOT are optical frames with a radical design, and a style that has definitely been tainted of SPORT, TECHNO and MANGA. They are very representative of the Parasite spirit.

SPORT The shapes and the pads of the VEGA and GOLGOT frames are directly inspired by Parasite sport sunglasses, but the shape and curve of lenses are adapted to the use of corrective lenses for everyday life.

TECHNO The lines and patterns engraved in the metal of the frames are futuristic. They look like androids’ arms, or mechanical structures. They are revealed by a second color that reinforces the style of the frame.

MANGA These frames’ robot style is a reference to GOLDORAK anime (Japanese: GRENDIZER). In this manga’s French version, the villains come from planet VEGA and their name is GOLGOTH (Japanese: Enban-j).

VEGA

<table>
<thead>
<tr>
<th>Model</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>black + orange C57</td>
</tr>
<tr>
<td>4</td>
<td>black + red (Sport) C62</td>
</tr>
</tbody>
</table>

GOLGOT

<table>
<thead>
<tr>
<th>Model</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>gun grey + orange (sport) C51</td>
</tr>
</tbody>
</table>

Limited edition: blue + yellow (sport + techno + manga at the same time)
HORMONE OF GROWTH

HORMONE models benefit from fluid outlines and refined shapes that make them easy to wear. Stripes are engraved in the frame and create a beautiful «fibre» effect. A spur is revealed by the second color of the frame, that reminds of the Parasite double stem.

Lenses are bored and soberly clipped at the centre of the frame, they look like lifting in the air: the frame fusions with its host’s face, and the wearer feels free.

Hormone frames have sober colors, enriched with vivid ones. This reinforces the alchemy between simplicity and sophistication.

HORMONE 0: unisex shape, frame above lenses
  coloris: C57 black + orange C63 gun grey + black
  C64 gun grey + pink C96 chrome + white

HORMONE 1: slightly masculin shape, frame around lenses
  C51 gun grey + orange C52 black + green C63 gun grey + black

HORMONE 2: slightly feminin shape, frame around lenses
  C64 gun grey + pink C81 gun grey + white C87 red + bordeaux red

HORMONE 3: slightly masculin shape, frame above lenses
  C51 gun grey + orange C56 black + yellow C58 chrome + black
NEW MODELS P10

SUNGLASSES 2010

**SIGU** is a pair of mono streetwear sunglasses, designed with an easy-to-wear shape of lens. The petals in metal give to this frame a bitting touch. *Cigüe* is a toxic plant that is used to make poison.

Colors: C10P grey + lavanda (women)  C13P chrome + black (techno)  C15P gold + black (fashion)
Limited edition: Super France black + blue + red

**SIGU** is a pair of mono streetwear sunglasses, designed with an easy-to-wear shape of lens. The petals in metal give to this frame a bitting touch. *Cigüe* is a toxic plant that is used to make poison.

Colors: C10P grey + lavanda (women)  C13P chrome + black (techno)  C15P gold + black (fashion)
Limited edition: Super France black + blue + red

**PETALS IN METAL**

The DROSERA and SIGU models have both geometrical petals colored in the metal of the frames. In spite of their vegetal side, DROSERA and SIGU have not a vegetative behaviour, they are predators in style.

**DROSERA** is a stereo fashion mask, designed in a big retro-futuristic shape. The petals in metal give to this frame a voracious touch. *Drosera* is a carnivorous plant.

Colors: C13H black + pink (women)  C13HA gun grey + white (urban)  C15P gold + brown (fashion)
Limited edition: Cannibal Seduction orange + black

**DROSERA** is a stereo fashion mask, designed in a big retro-futuristic shape. The petals in metal give to this frame a voracious touch. *Drosera* is a carnivorous plant.

Colors: C13H black + pink (women)  C13HA gun grey + white (urban)  C15P gold + brown (fashion)
Limited edition: Cannibal Seduction orange + black
**SUNGLASSES 2010 **

**mono**

**WE ARE THE ROBOTS**

**PROSS** is a very science fiction solar model. The pattern that is engraved and coloured in the frame may make you think about some transformable robots... The shape of lens fits many faces, men and women.

Colors: C13 - black + yellow  C13H - chrome + black + photochromic mask  C13P - grey + white.

**OVERPROSS** is the same frame as PROSS, but there is a particularly techno grid instead of a lens. It is a way for Parasite to bring its specific touch in the current tendency of grid frames.

Colors: chrome + black
**LUCHA LIBRE**

ZAORA is a fashionable pair of sunglasses inspired by Mexican Wrestling «Lucha Libre» masks.

These Lucha Libre masks are often metallic or flashy, they have to impress the opponent, and also the public... ZAORA's huge lenses and double stem easily cover the face and greatly fit with the Lucha Libre concept.

Parasite claims its identity in this wrestling mask, by declining it in 2 versions: streetwear «Creator» and Made in Super France Super Heroe style.

ZAORA Creator - black frame + cyan, magenta, yellow and green patterns.
ZAORA Chrome France - chrome frame + blue right side pattern, red left side pattern.