

LUXURY

DITA

EPILUXURY

2026 LOOKBOOK



THERE ARE COUNTLESS LUXURY EYEWEAR BRANDS BUT THERE IS
ONLY ONE EPILUXURY EYEWEAR BRAND IN THE WORLD.
EPILUXURY IS NOT A BRAND. IT'S AN IDEAL.

EPILUXURY PARTNERS WITH LEADERS IN THEIR FIELD TO BRING
RADICAL NEW PRODUCTS TO THE MARKET. CONCEPTS FROM
LEADING CREATORS SO PROVOCATIVE AND NICHE THAT OTHER
BRANDS DARE NOT TOUCH.

DITA-EPILUXURY IS THE RESULT OF OUR PARTNERSHIP WITH DITA,
A SINGULAR EXPRESSION FOR THE OPTICAL MARKET.

WHY EPILUXURY?

'LUXURY' DOG BOWLS. 'LUXURY' T-SHIRTS. 'LUXURY' DUMBBELLS.

THE GREAT LUXURY HOUSES OF THE PAST HAVE TRADED THEIR SOULS
FOR SALES IN A DECISION TO IMITATE RATHER THAN TO INNOVATE.

THIS DISTORTION OF VALUES HAS CREATED AN ABSENCE OF PASSION
AND INTEGRITY IN AN INDUSTRY IN WHICH THE PRODUCTS ARE
DESIGNED TO PROVOKE PRECISELY THAT.



'EPI' *Greek Prefix for 'ABOVE'*



EPILUXURY, ABOVE LUXURY

THAT WHICH HOLDS TRUE TO FIVE SINGULAR TENENTS IN A
PERSONAL AND MEANINGFUL MANNER HAS ALL BUT DISAPPEARED.

ONLY PRODUCTS THAT ADHERE TO FIVE ESSENTIAL TENENTS ARE EPILUXURY.

EPILUXURY

III

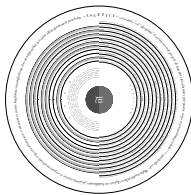
II

I

IV

V

FUNCTIONAL PERFORMANCE



SUPERIOR PERFORMANCE COMES FROM ELIMINATING EVERYTHING THAT DOESN'T CONTRIBUTE TO ITS PURPOSE.

RESULTING IN THINGS THAT LOOK AND PERFORM THE WAY THEY DO, NOT BECAUSE THEY CAN, BUT BECAUSE THEY MUST. THAT ARE BEAUTIFUL BECAUSE THEY PERFORM BEAUTIFULLY.

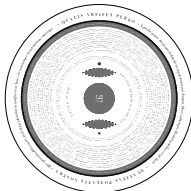
ENGINEERING TECHNOLOGY



IT'S NOT FOUND IN SCRUTINIZING GAP TOLERANCES, IN CALCULATIONS, FORMULATING MATERIALS, OR DEVELOPING NEW TECHNOLOGIES.

WITH ALL THE ENGINEERING, RESEARCH AND KNOWLEDGE THAT MECHANICS CAN TEACH. THE TRUE VALUE OF THIS MEASUREMENT CAN'T BE RECORDED, IT CAN ONLY BE FELT.

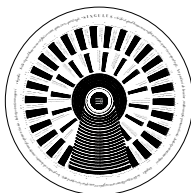
ARTISAN CRAFTSMANSHIP



IT DOESN'T BEGIN AS ENGINEERING OR DESIGN. IT BEGINS AS AN IDEAL.

THE PURSUIT OF EXCELLENCE, UNENCUMBERED SPIRIT AND UNRESTRAINED IMAGINATION. FROM WHICH LINES WERE SHAPED, TECHNOLOGIES REFINED, AND FORM PERFECTED UNTIL SOMETHING EXQUISITE EMERGES.

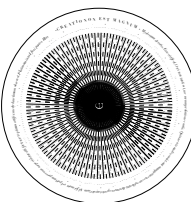
TIMELESS DESIGN



A FORM WITH FEELING. A MATERIAL WITH MEANING. A DETAIL WITH DEPTH.

WHEN EVERY SURFACE TELLS A STORY THE ONE THING WE'RE REALLY LOOKING FOR CAN'T BE SEEN ANYWAY.

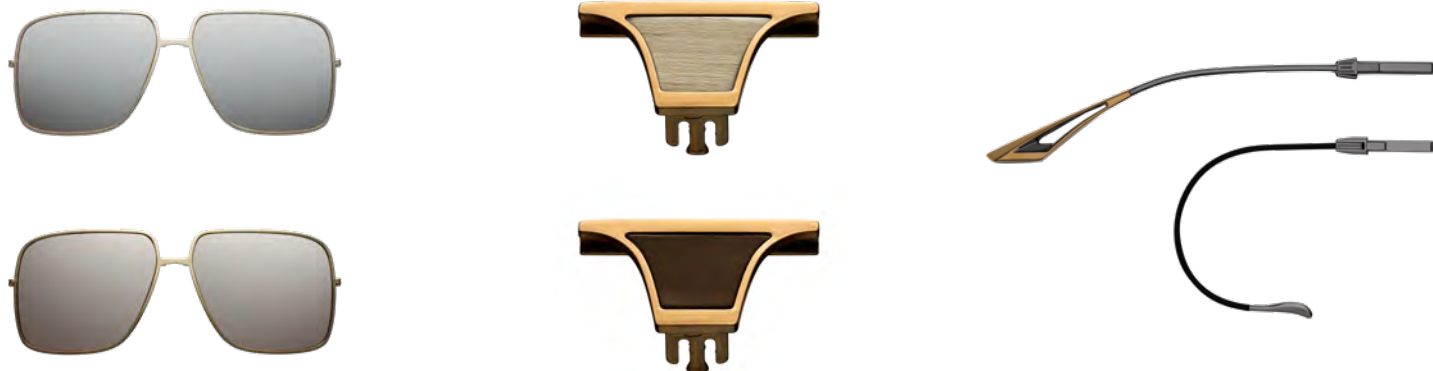
PERSONAL EXCLUSIVITY



THE ULTIMATE MEASUREMENT OF EPILUXURY IS NOT FOUND IN NUMBER OF SALES, CELEBRITIES OR MAGAZINES. IT IS EVIDENT IN THE UNIQUE EXPERIENCE OF ITS OWNERS.

BECAUSE THE CREATORS HAD ONE SOLE FOCUS. EVERY ASPECT OF AN EPILUXURY PRODUCT IS SHAPED BY A SINGULAR EXPRESSION FOR A SINGULAR EXPERIENCE.

EXCLUSIVE LIMITED EDITION COMPONENTS



AVAILABLE AT DITA-EPI LUXURY AUTHORIZED DEALERS AND DITA FLAGSHIP STORES.

FOR THE COLLECTOR, DITA-EPI LUXURY OFFERS LIMITED EDITION RELEASES OF
TEMPLES, BRIDGE COMPONENTS AND LENS UNITS FOR OUR FLAGSHIP FRAMES
RENDERED IN EXQUISITE MATERIALS.

EPLX.24

NEW COLLECTION

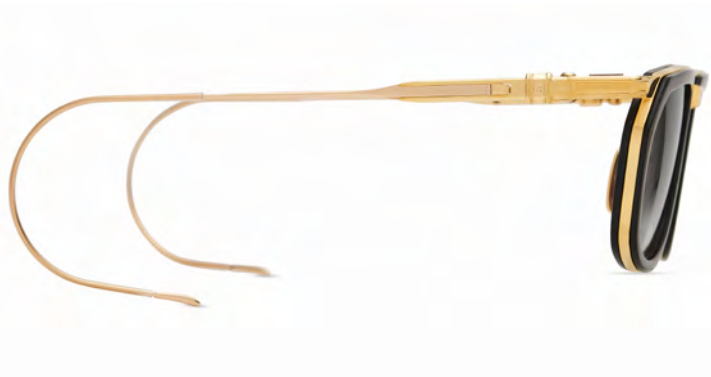
EPLX.24

DES024-A-01

FRAME:	Black - 22K Gold Plated - Black Palladium
LENS:	Dark Grey to Clear Gradient - Red
STD. TEMPLE:	Black Palladium - Yellow Gold
CABLE:	White Gold



Shown with Standard Temple



Shown with Cable Temple

SPECIFICATIONS

- Titanium Frame with Pressed Pattern Detail
- Proprietary Interchangeable Temple System
- Japanese Acetate Lens Rim Inserts
- Laser Etched Custom Titanium Nose Pads
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Interchangeable Cable Temple
- High Micron 22k Gold Plating On Select Colorways
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Made in Japan

BASE CURVE – 4
TEMPLE LENGTH – 143 MM
LENS WIDTH – 55 MM
NOSE BRIDGE LENGTH – 19 MM



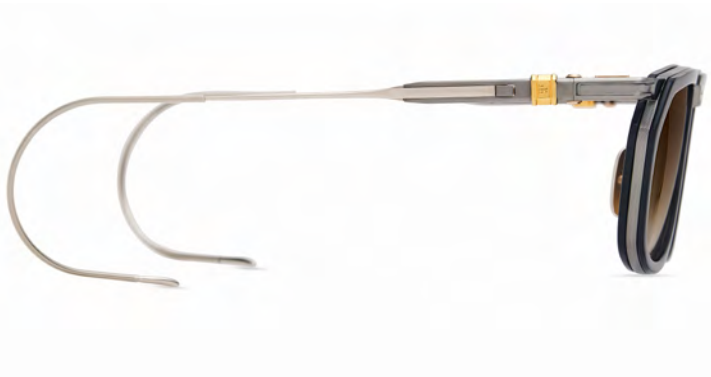
EPLX.24

DES024-A-02

FRAME:	Navy - Antique Silver - White Gold
LENS:	Dark Brown to Clear Gradient - Gold
STD. TEMPLE:	White Gold - Silver
CABLE:	Silver



Shown with Standard Temple



Shown with Cable Temple

SPECIFICATIONS

- Titanium Frame with Pressed Pattern Detail
- Proprietary Interchangeable Temple System
- Japanese Acetate Lens Rim Inserts
- Laser Etched Custom Titanium Nose Pads
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Interchangeable Cable Temple
- High Micron 22k Gold Plating On Select Colorways
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Made in Japan

BASE CURVE – 4
TEMPLE LENGTH – 143 MM
LENS WIDTH – 55 MM
NOSE BRIDGE LENGTH – 19 MM



EPLX.24

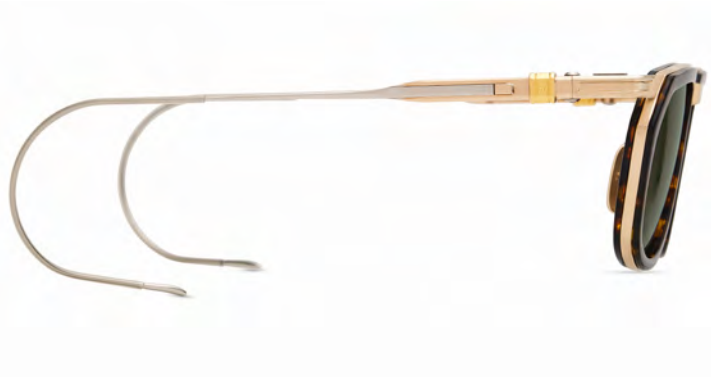
DES024-A-03

FRAME: Tortoise - White Gold - Antique Silver
LENS: Green - Green

STD. TEMPLE: Antique Silver - White Gold
CABLE: Silver



Shown with Standard Temple



Shown with Cable Temple

SPECIFICATIONS

- Titanium Frame with Pressed Pattern Detail
- Proprietary Interchangeable Temple System
- Japanese Acetate Lens Rim Inserts
- Laser Etched Custom Titanium Nose Pads
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Interchangeable Cable Temple
- High Micron 22k Gold Plating On Select Colorways
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Made in Japan

BASE CURVE – 4
TEMPLE LENGTH – 143 MM
LENS WIDTH – 55 MM
NOSE BRIDGE LENGTH – 19 MM



EPLX.25

NEW COLLECTION

EPLX.25

DES025-A-01

FRAME:	Black - 22K Gold Plated - Black Palladium
LENS:	Dark Grey to Clear Gradient - Red
STD. TEMPLE:	Black Palladium - Yellow Gold
CABLE:	White Gold



Shown with Standard Temple



Shown with Cable Temple

SPECIFICATIONS

- Titanium Frame with Pressed Pattern Detail
- Proprietary Interchangeable Temple System
- Japanese Acetate Lens Rim Inserts
- Laser Etched Custom Titanium Nose Pads
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Interchangeable Cable Temple
- High Micron 22k Gold Plating On Select Colorways
- 100% UVA and UVB Lens With Anti-Reflective Coating
- Made in Japan

BASE CURVE – 4
TEMPLE LENGTH – 143 MM
LENS WIDTH – 55 MM
NOSE BRIDGE LENGTH – 19 MM



EPLX.25

DES025-A-02

FRAME:	Navy - Antique Silver - White Gold
LENS:	Dark Brown to Clear Gradient - Gold
STD. TEMPLE:	White Gold - Silver
CABLE:	Silver



Shown with Standard Temple



Shown with Cable Temple

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- Titanium Frame with Pressed Pattern Detail
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EPLX.25

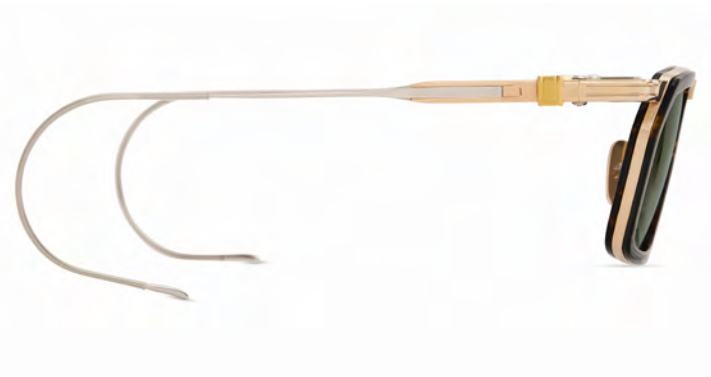
DES025-A-03

FRAME: Tortoise - White Gold - Antique Silver
LENS: Green - Green

STD. TEMPLE: Antique Silver - White Gold
CABLE: Silver



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