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DESIGNER UPDATE

### Morgenthal Frederics And Its New York Love Story

June 18, 2012 6:01 pm



The future looks bright for Morgenthal Frederics, the decades-old luxury eyewear label most famous for its genuine buffalo horn frames. The NYC-based label, which started out as a small storefront on the Upper East Side, recently got a new look (courtesy of Orphan creative agency). The brand has a freshly revamped Web site and an ad campaign by photographer Beau Grealy, starring actor Norman Reedus (famous for his role in the AMC show *The Walking Dead*). The series of eight images rolls out over the next few months, but the campaign video is making its official debut here on Style.com. Here, in this New York love story, catch a glimpse of some of the label's most iconic frames, like the black acetate Lifesaver, \$325, as well as shades coming out this fall, like the Farrah and the Brands. Come September, watch out for the Morgenthal Frederics webisodes that will continue the New York love story theme.

—Kristin Studeman



Photo: Courtesy of Morgenthal Frederics

tags: Beau Grealy, Morgenthal Frederics, Norman Reedus

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editor matthew schooner covers all the news in style, from high street to high fashion, with dispatches from new york, la, london, paris, milan, tokyo, beijing, and more

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