

DITA Lancier

Advanced Lens Technology
for Land, Sea, and Air.



DITA-Lancier Advanced Lens Technology Offers an Exceptional Experience for Many Environments.

See the world better without sacrificing style.
Timeless Shapes. Classic Style. Fashion Forward.

DITA-Lancier is available in a variety of timeless shapes designed
for a classic, enduring style. Equal parts form and functionality for
everyday wear or life's adventures.

Enhanced Color.

See the world in a full spectrum of brilliant
vivid color, enhanced for Land, Sea and Air.

Uncommon Expertise.

Experience ultra high definition details,
defining what's unclear to the naked eye.

Optimal Visibility.

Superior clarity, contrast and depth for
optimal visibility in most environments.



Rule the road ahead.

The DITA-Land lens meets the realities of everyday activity by dramatically reducing blinding glare while fully retaining natural depth perception.



Navigate with Clarity.

The DITA-Sea lens features fully embedded polarization technology that eliminates most reflected surface glare without sacrificing contrast on and around open water.



Own the Altitude.

The DITA-Air lens enhances contrast and color for maximum visual precision and minimal distortion at every elevation.



DITA-Lancier Lenses.

Land-lens.

Driving. Running. Cycling.

For road and trail environments, the brown polarized Land-lens contrasts reds, greens, and yellows. Full polarization and high contrast provide increased clarity, revealing vibrant colors and optimal visibility while on land.

Sea-lens.

Sailing. Fishing. Beach Activities.

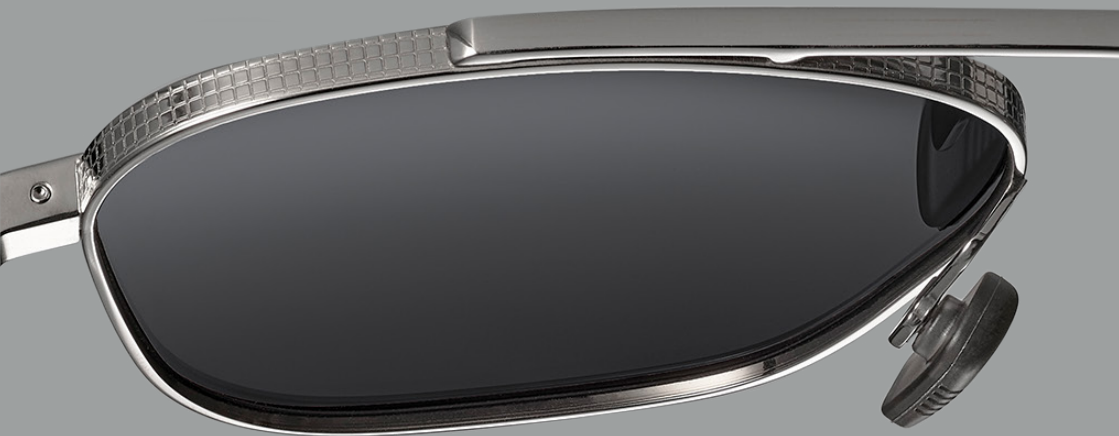
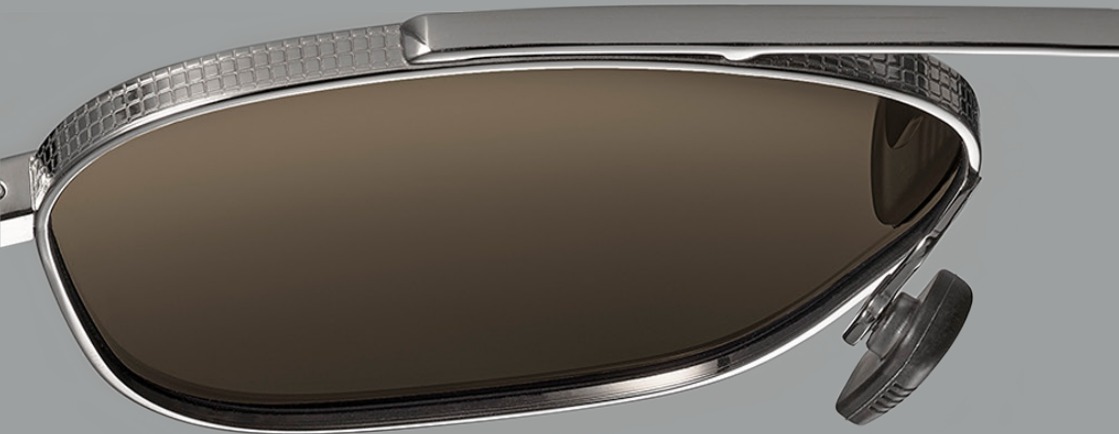
For coastal and water environments, the grey polarized Sea-lens contrasts reds and skin tones from the blue backgrounds of ocean and sky. Features maximum polarization to reduce glare on water.

Air-lens.

Flying. Skiing. Hand & Ball-Striking Sports.

For high-altitude, open-air environments, and activities that require more clarity while providing an organic "true to life" visual experience. The G-12 Air-lens contrast reds from the blue and green backgrounds. Features no polarization for maximum contrast without negatively affecting depth perception in all light conditions.





DITA-Lancier Lenses. Advanced, Innovative Materials.

Advanced Lens.

DITA-Lancier lenses offer color enhancements chosen for specific environments and feature color formulas selected for the unique challenges of Land, Sea, and Air.

Built for Durability.

DITA-Lancier lenses are made with a lightweight and durable material which improves optical precision while blocking UV and blue spectrum light.

Take The Clear View.

DITA-Lancier lenses repel water and oil with an anti-reflective coating that hardens the lens, reduce reflected glare, and help to keep the lens clean without altering color rendition.

Light Weight for Everyday Use.

Crafted from titanium with co-injected anti-slip rubber nose pads and temples for full adjustability and ultimate comfort.



DITA-LANCIER EYEWEAR IS NOT SUITABLE FOR HIGH RISK ACTIVITIES SUCH AS AUTOMOBILE RACING, ROUGH WATER SAILING OR AEROBATIC FLYING. THE LANCIER BRAND AMBASSADORS DO NOT WEAR THE PRODUCT FOR THESE RISKY ACTIVITIES.

DITA-Lancier RX Program.

Optical Ready.

Without compromising quality, DITA-Lancier RX gives you the benefit of the same advanced lenses with optical correction adapted to your vision.

Rebate Program.

Limited Warranty Program.





DITA-Lancier Ambassadors.

For over 25 years, our focus has been one thing: Pushing the limits of engineering, design, and manufacturing to a breaking point.

Our goal with DITA-Lancier was to create the best looking eyewear in the world with Advanced Lens Technology for Land, Sea, and Air.

Those who thrive at the extreme limits of their environment enter a Category of One. The DITA-Lancier collection is a celebration of the unrivaled athletes who push the limits of speed and endurance in some of the most technologically advanced and competitively compelling arenas in sport. DITA-Lancier is dedicated to these brand ambassadors who, like DITA, excel in their endeavors.



Land.



For over 25 years, our focus has been one thing: Pushing the limits of engineering, design, and manufacturing to a breaking point.

Romain Grosjean understands the relentless pursuit of perfection having competed at the forefront of Formula One and IndyCar, facing pressure and power—on the hottest asphalt at the highest speeds—at a threshold most human beings will never experience. With a combined total of over 13 podiums, Grosjean recognizes the demand of making lightning fast decisions on and off the track.

“I have spent my entire life racing, competing at the forefront of Formula One and IndyCar, with a combined total of 13 podiums. My eyes are a very important part of my job so wearing the DITA-Lancier lens does make a big difference for me. DITA-Lancier lenses dramatically reduce blinding glare while fully retaining natural depth perception, providing me with an optimal driving experience when I am driving around town with my family and friends.”

Romain Grosjean.



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Sea.



Two-Time World Sailor of the Year.

They say “never turn your back on the ocean.” Peter Burling listens, taking the planet’s most powerful, unforgiving seas head on. He excels in open water, of a kind, most mortals will never lay eyes on. And it’s here—at the edge of the world—where Burling honed the expertise that would make him a world champion.

“I am very proud to serve as the brand ambassador for the DITA-Lancier Sea collection. The quality of their eyewear and their team is truly impressive.”

Peter Burling.



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Air.

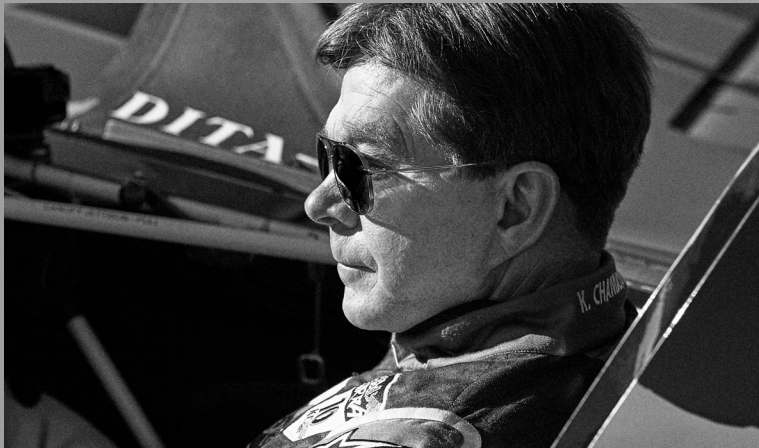


World Champion Air Race Pilot.

Every time world champion pilot Kirby Chambliss steps into the cockpit, he helps to redefine the potential of man in flight. A five-time U.S. National Champion and decorated acrobatic pilot in the Red Bull Air Race series, Chambliss won his hard-earned insight in the bold face of gravity—that unrelenting force determined to keep man on Earth.

“It’s an honor to be the brand ambassador for the DITA-Lancier Air collection. DITA isn’t afraid to break new ground in quality, style and design.”

Kirby Chambliss.



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Designed by DITA.

A Category of One.

A definition you can't own, you can only earn.

And DITA has earned it for over 25 years.

Founded in 1995, DITA reinvented eyewear by transcending its conventions, creating a discreet luxury with products ranging from bold character frames to inventive reinterpretations of timeless shapes through innovative technology.

With over 25 years in design and partners at the highest levels of manufacturing, DITA's expertise is exceptional, earning a coveted reputation as a leader in luxury optical innovation.

DITA has the unique pleasure of serving some of the world's most discerning clientele, challenging the old guard, and forging lasting relationships within culture, style, sport, and entertainment; affirming the brand's position as individual as the products it creates.

The superior level of craftsmanship and detail in DITA-Lancier frames require the utmost level of quality.





DITA Lancier

Advanced Lens Technology
for Land, Sea, and Air.

DITA Flagship Stores

Daikanyama, Tokyo.
Melrose, CA.
Newport Beach, CA.
Soho, NYC.
Aoyama, Tokyo.
Madison, NYC.
Sydney, Australia.
San Francisco, CA.
Rodeo Drive, CA.
London, UK.
Paris, France.



