

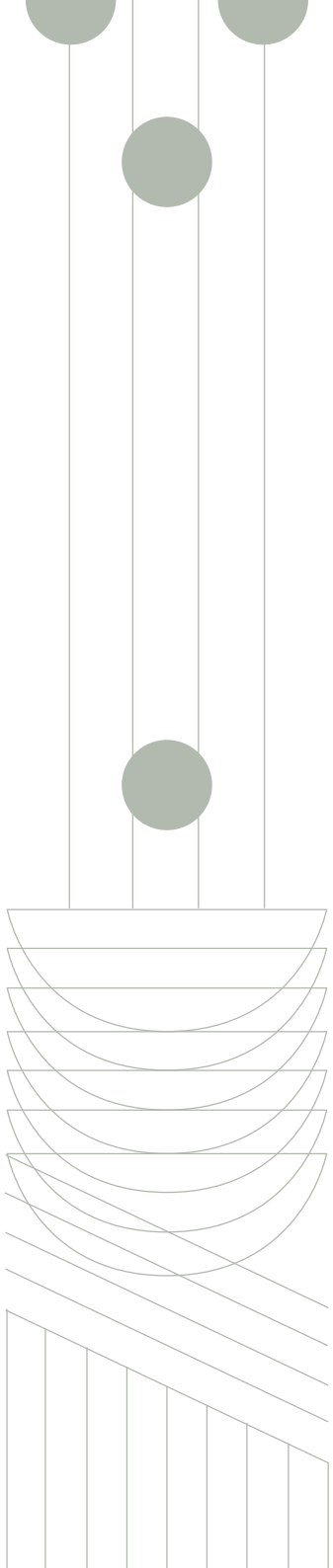


UNIQUEDESIGNMILANO

'The faith of a few'
2023 collection

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Geographia C51

This is about vision,
geometric twist and
craftmanship for the
eyewear brand of your
life journey.

UDM reinterprets timeless design by combining classy aesthetics with high-end hand crafted acetate constructions.



left
Frame 36 C51

right
Frame 35 C29



NY-Lights C62



Unique

Our uniqueness is shaped by a return to timeless vision, where the classic eyewear references meets the contemporary interpreted through aesthetic visual language.

Design

From simple and at the same time ingenious lines that only a complex city full of creative moments like Milan can inspire. Strong, decisive lines, the exaltation of shapes with thicknesses, a fresh design to excite lovers of beauty.

Milano

Seductive, tenacious, heterogeneous, futuristic, fast. Milan is a hub of ideas, creativity, connections. Cradle of innovation, intertwining, stories. Milan is poetry, and it is our place.



UDM is a result of many *conversations* about fashion, design and cultural roots.

Founded in Italy in 2018 by **Stefano Romanelli** and **Mattia Colleoni**, it is one of the most ambitious names of the Italian acetate eyewear, from optical to sunglasses collections.

The idea was inspired by the family interior design company of one of the founders, established in the late 60's, eternal globetrotters in love with the techniques and the evolution of details.

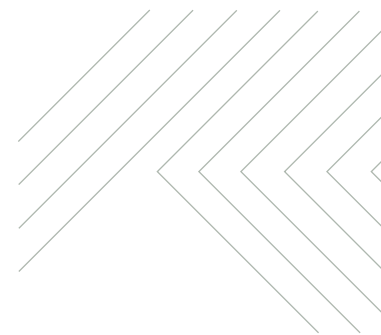
Eclectic and irreverent, an exuberance of attitude. A brand that translates excellence through passion.



Lucky Frog C51

Between clean silhouettes and chunky frames, plays of color and crystal finishes, without ever overshadowing functional *lightness*.

Recognisable by its uncompromising approach to design, UDM combines timeless references with a contemporary aesthetic.





Designed in Milan and
crafted by the wise
hands of skilled artisans,

the production cycle reflects the philosophy of the brand,

empowering a new
cultural positioning
based on timeless love
for design craftsmen,
artists and nature.

The *faith* of a few

Collection

6

'The faith of few'

For the fifth-year anniversary of UDM we decided to introduce a collection that remembers some of the most iconic steps of our journey.



Collection

Sun

NY-Lights

Inspired by a nightwalk
in New York City
where the lights of
the buildings brightly
illuminate the city.

- 4mm acetate/3mm stainless steel
- 3 barrel custom hinges
- Custom wire core
- Stainless steel nose pads
- Gripped end piece on custom temple
- Anti-reflective lenses



Collection

Sun

Cabrio

Inspired from the technique of making the frame and from a day in Cascais in an old convertible car.

- 4mm acetate/3mm stainless steel
- 3 barrel custom hinges
- Custom wire core and frontal beautifier
- Stainless steel nose pads
- Gripped end piece on custom temple
- Anti-reflective lenses



Collection

Opticals

Frame 37



- 6mm acetate
- 5 barrel custom hinges
- Custom wire core
- Double acetate combo temple
- Gripped end piece





Collection

Opticals

Frame 38

- 6mm acetate
- 5 barrel custom hinges
- Custom wire core
- Double acetate combo temple
- Gripped end piece



Collection

Opticals

Frame 40



- 4mm acetate/3mm stainless steel
- 3 barrel custom hinges
- Custom wire core
- Stainless steel nosepads
- Gripped end piece on custom temple



SUPERSTUDIO+ M3

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