



We are a Romanian based eyewear label that aims to turn the overcomplicated process of shopping for glasses into a fun, close to no effort experience.

# Only 460 lei for Frames and Vision Lenses

You might find this price out of the ordinary. And you would be right at this point. But that's just because today's ordinary is set by giant eyewear manufacturers, with markups up to nearly 1000%, people inside the industry say.

Go into any optical clinic and chances are that most of the eyeglasses you'll see are made by the same corporation. One that gives the illusion of diversity while setting unreasonable prices from the very start. Clinics then add their own markup, sometimes to the already expensive frames, but most of the times to lenses. With just a little bit of research, it's plain to see why this ordinary pricing policy is so unfair.

Fair would be for you to have the option to buy premium quality frames and lenses at affordable prices. Which brings the ball to our court, because this is what we've set out to do.

First off, we design all of our frames in-house, which gives us a firm grip on cost and quality control. We handpick our materials: brushed stainless steel and cellulose acetate, a non-petroleum based material that is made from renewable sources such as natural cotton and wood fibers. As for production, we teamed up with an award winning Italian manufacturer, that delivers hand-assembled and hand-polished, certified frames.

Lenses are the most important ingredient and raised the most questions so far. It's common knowledge that they require a lot of precision work, but what's not common knowledge is that almost all production of lenses is automated. So thanks to nowadays' technology, you can order them online just as easily as you

do any other shopping. We work with Interoptik, the exclusive representative of Rodenstock in Romania. Based on your doctor's prescription and with the help of Interoptik's qualified technicians, we guarantee you won't have to worry about vision lenses again. You'll get two years' worth of guarantee, to begin with.

We hope by now we made it very clear we don't cut costs on either frames or lenses. The only difference in price comes from cutting off middlemen. By reaching out to you directly and not getting in cahoots with optical clinics or third party sellers of any sort, we can stick to our common sense pricing policy of 460 RON / pair.

Not Sure if  
They Fit?  
Try Them  
at Home.

Choose up to 4 frames.

We'll send them over to your place for free.

Keep them for 5 days.

The frames are fitted with demo lenses without prescription. You need to send them all back at the end of the trial.

Place a regular order

once you've made up your mind, and we'll send you a brand new pair, vision lenses included.



For many years, the eyewear industry has been a clinical and dehumanised environment. With Lunet, our main focus is to build a fresh new visual territory and customer experience, by placing people first, and drawing inspiration from local artists and creative community.

Meet Raluca Mărgescu and Alex Ciomartan, two of the wonderful and passionate people we had the pleasure of collaborating with so far.

# As I am

On Light and Photography  
with Raluca Mărgescu

Hypnotic blue eyes, balletic gestures and graceful expression, a point-and-shoot camera hanging from her neck. *I'm never leaving the house without it. Once I touch my camera – I'm already going places.*

As Raluca unravels her love story with photography, an over-worldly glow appears on her face.

*Ah, it's the classic story. After receiving my first camera from my parents, I began photographing everything: landscapes, houses, flowers. Then I got closer to people, sometimes being brave enough to shoot portraits. You see, I was so shy I could barely talk. And there came photography: the one and only way of expressing my fascination towards people.*

She grew up observing the world around her without preconceptions. Having a concern with humanity was carefully embodied throughout her work and, more openly, in her dissertation theme. *ManAtWork* showcased 12 people having different kind of jobs. In her quest for equity, Raluca captured their portraits on the same background, under continuous, circular light, putting emphasis on their face particularities. Her goal? Bringing some light into the easiness we label the world around us.

*We praise people for their well paid jobs and pity their poor clothes. We talk about strengths and values in terms of social validation. We jump to conclusions, easily linking people's background and profession to the content of their character. In my thesis, I wanted to put an end to stereotypes. To see the people behind façades.*

Of course, working in the beauty industry has its own challenges. Coming face to face with the stan-

dards of perfection, she always tries to make her own rules. In one of her latest shootings, Raluca insisted on working with normal people, rather than fashion models. She asked everyone to come as they are wearing absolutely no make-up. A celebration of humanity: wrinkles and freckles, sparkling eyes, blushing cheeks and gentlest imperfection.

*I think we're witnessing a trend in crescendo: more and more clients are willing to rediscover simplicity. Maybe, in time, we'll be brave enough to leave the perfect beauty image behind.*

In time, her approach to photography concluded to an edgy style – not in a geometric way, but in a visionary one. Out of the ordinary faces, the beauty of mundane, the charm of imperfections. *Oh, she said laughing. My agent always said I'll die of starvation.*

Running through perceptions over her own work, we stumble upon a memory that stayed with her throughout the years.

*As I stroll around Timișoara's streets, a goat appeared out of nowhere. A little girl followed. I started photographing them together, while more and more kids curiously approached. It was like a movie scene. I was so hooked on capturing the way they interact with each other that I literally forgot the outside world existed. It suddenly became real when I realized my wallet is missing, for sure. But, being immersed in photography is worth everything – even my one-month rent.*

Her trick? Giving close attention to anything that surrounds us. That's the moment when a golden beam falling on a kitchen chair becomes a magnificent, surreal,

amazing world in itself. And, of course, with every good story comes the power of molding our own reality.

*I am fascinated by any form of light. One of my favourite experiments these days is playing with mirrors – reflecting natural light on my subjects. The possibilities are infinite, it's like a kaleidoscope of feelings.*

Although photography is a solitary pursuit, I can see she always used her camera as a way of communicating. Sharing a compliment, listening, seeing others as they are. While we talk about her doctorate plans, the idea of human connection springs again into my mind. *I want to work with students, I dream of teaching film photography. Mostly because, in five years of studying photography, we never had the chance to learn anything about it.*

As we say goodbye, she points towards a grey building entrance, brought to life by a voluptuous ray of light. It's true, light can make anything wonderful to look at.

*Can I take a picture of you there?* – Raluca asked. I nodded yes and smiled, while sharing her peculiar shyness.



# Flavors as a way of shaping emotions

A Conversation with Alex Ciomârtan  
Owner of Artichoke Social House  
& FIX Botanical Bar

*We were like a big Italian family. My mother had two sisters, grandma had another six and each one of them had at least one daughter. In our buzzing countryside kitchen, I grew up as the indispensable helper. I was the one sorting the rice, making mayo, peeling potatoes. My reward? Instant access to pie crusts and the whipped cream bowl! I still remember one of my biggest achievements, around 9 years old. After a whole day waiting for pierogies, my grandma threw in the towel: she was too tired to cook. So, I decided to take the matter into my own hands. I rolled and cut the dough while preparing the filling - jam & crunchy onion mashed potatoes - then filled them one by one, boiling them till 3 am. And there it was: my very own huge bowl with sweet and salty pierogies. The beauty of this memory is still marked by surprise: you kept on eating and stirring, never knowing what you're gonna get next.*

The nature of his speech is intriguingly visual: I can hear, smell, taste every bit of these stories. More than a moment of absolute intimacy, hearing Alex talk about his passion made me feel like I'm off to travel in time. Sitting together on Artichoke's terrace, on this Indian summer afternoon, we get immersed in stories that, even before they came to completion, unfolded the same symbolic pattern. From the summer holidays he spent picking up plants for his grandma's herbal tea. The moment he awakened a green conscience by attending Forestry High School. To the moment of discovering a shared passion: traces of his grandfather herbarium. Those tiny steps towards becoming an inspiration for others.

Flavorist, he calls it, while sharing a bit more of his vision. *I dream of creating liquors for mass market, from the flavor itself to the best places to buy ingredients from. Nowadays, people choose the whole package – brand, mood, ethics – and I want to be involved in every process of it.*

On his mission to revamp the way we make and sip our drinks, Alex played all in. He deepened his knowledge in London, by studying Western Herbal Medicine. He learned a bit more anatomy than he wished for, while unraveling the effect of plants on the human body. He continued to research the mechanics of flavor and taste as a mixologist. In London's best-hidden bars, he met bartenders that changed his life. He spent his nights playing with textures, *having a look at how the parameters within the drink can be manipulated.*

*Sometimes, I just combine ingredients and observe every step of their fermentation. I am fascinated by the extremes of taste. After all, someone invented soured milk after leaving fresh milk to ferment for a few days, right?*

At both places he owns, Artichoke Social House & FIX, botanical bar, dialogue is essential as a way of keeping the creative process alive. Alex explains: *you can create your own rules, but you always need some pushback. You see, creating flavors is so damn subjective. And that's the way it should be!* It happened with Rocket Palatino – a love-and-hate relationship between arugula, grapefruit & tequila. *We changed the recipe over seven times – while it was still on the menu. I remember having a group of four people coming especially for this drink. Eventually, it was taken out of the menu*

after one of his regular clients left the bar without even finishing half of his drink. He never said it, but for him – it was horrible!

Diving deep into the idea of hospitality and social dialogue, I have a strong feeling that the shape of reality looks different for the ones mixing our drink at 2 a.m.

*And then I hear a low-pitched sound, like a thin veil separating two worlds. And my hands know it all by heart, doing half of the job for me.*

We talk a lot about compromise and complete dedication. In between managing a coffee house & a botanical bar, life seems a one-way street. The process of offering a beautiful experience is so alive, you barely get a chance to catch your breath. But there's also a special potion he uses every time things get swampy.

*Passion. No matter if you slept five hours in three days, you manage to get out of bed just by thinking: fuck it, I'm so happy for creating that recipe!*

While Alex pauses our conversation for a minute to attend a distributor, I get the chance to have a look around. Avocado toasts and poached eggs pass by on white plates. A teenager with over-ear headphones rhythmically nods his head while painting. His team lightly mingles with the customers, offering a glimpse into a new community.

The terrace fills with the sound of loud conversation. The light is getting brighter. As I sip on my Raspberry Negroni, I finally get it: a drink is a fleeting moment. Making the best out of it means touching that sweet spot between the sense of belonging and the magic of new beginnings.

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