

**AHLEM**



Eyes on Paris, Fall–Winter 2024

## In pursuit of the extraordinary

AHLEM is a philosophy of luxury defined by savoir-faire from start to finish.  
From the first kernel of inspiration to the final hand-polish that completes each frame,  
we aspire to excellence in every gesture.









## A reverence for craft

AHLEM's handcrafted frames are grounded in the illustrious tradition of French artistry. Using plant-based acetates, precious metals including 22k gold, and custom hardware, AHLEM partners with artisans designated as Meilleurs Ouvriers de France (MOF), France's highest honor for heritage craftsmanship. Techniques like martelé, laser-engraving, raw-cutting and hand-painting imbue each frame with generations of accumulated savoir-faire, as raw materials are transformed into art.



French craftsmanship, timeless design, and the finest materials



## Designed to integrate

AHLEM's innovative minimalism harmonizes with the individual. We challenge ourselves to distill each concept to its irrefutable essence, searching for the productive tension between statement and restraint.

Drawing on the pioneering work of our spiritual forebears—including the Bauhaus movement and architect Tadao Ando—our aesthetic harnesses the power of simplicity to integrate art with everyday life.



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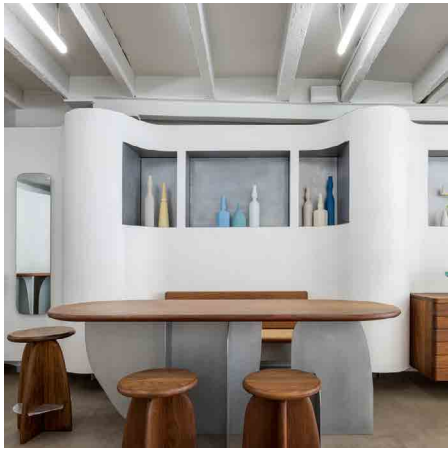
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## A mission of purpose

AHLEM makes the finest luxury frames in the world,  
and hinges on the connection between exceptional objects and meaningful impact.

True beauty is never purely aesthetic — the process needs to be as lovely as the product.

We take great pride in creating eyewear made with uncompromising integrity from beginning to end.



Our ateliers in Paris, San Francisco, Los Angeles and New York

## Actions with impact

This ethic extends to our production, an aspect that's just as fundamental to our identity.

By eliminating single-use plastics across our line and developing innovative alternative packaging to transport our frames, AHLEM has established new standards for environmental sensitivity in the eyewear industry.

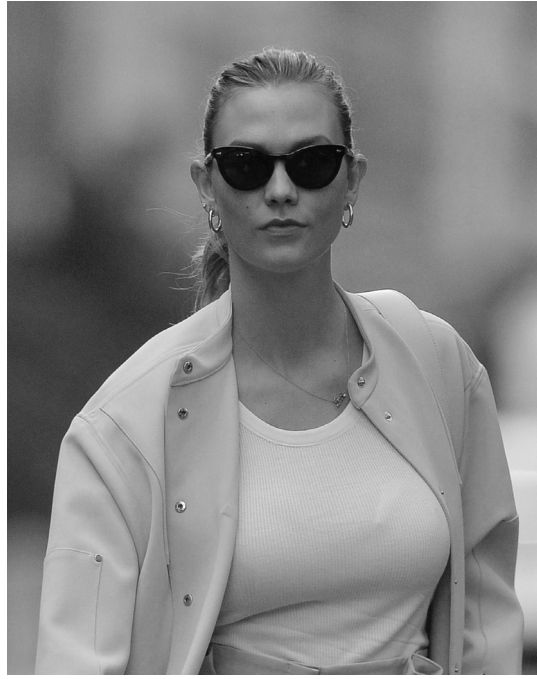
To promote circular consumption we've introduced ReFramed, a program that upcycles previously owned pieces into new and unique styles for resale.

True beauty involves care. Sustainability isn't simply about minimizing waste but about nurturing relationships—with the environment, with the artisans who produce our frames, and with the people who choose them.



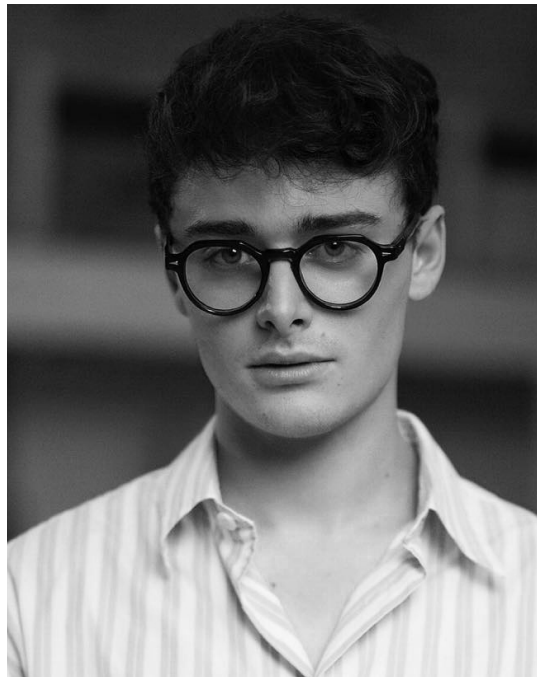
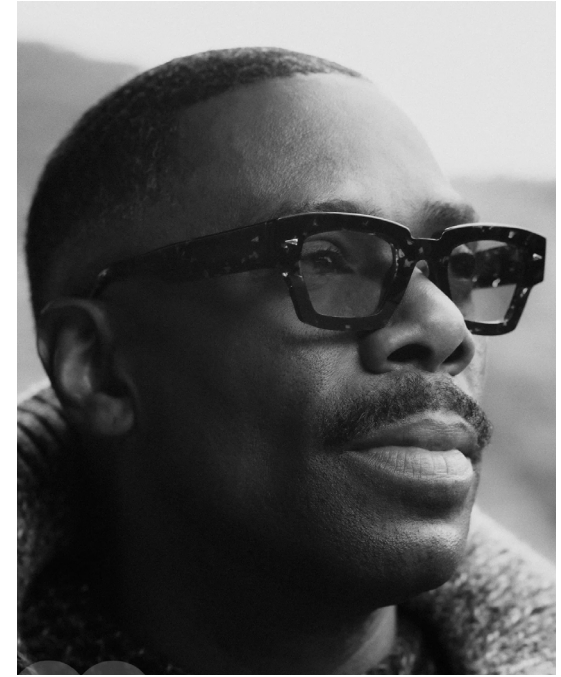


*Clock wise, from top left* Future, Tilda Swinton, Pharrell Williams, Natalie Portman, LeBron James, and Sandra Oh



Clock wise, from top left Lewis Hamilton, Karlie Kloss, Robert Downey Jr., Gigi Hadid, Jimin, and Chris Paul





*Clock wise, from top left Jennifer Aniston, Seth Rogen, Colman Domingo, Mahershala Ali, Noah Schnapp, and Suki Waterhouse*

## An aura of excellence

Every AHLEM piece contains a transcendent element—a rare and exceptional touch that sets it apart. Whether you find it in a particular design detail or the aura of savoir-faire that envelops our heirloom-quality eyewear, AHLEM's rigor of intention ensures that each frame is absolutely singular.

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