



F R E U D E N H A U S[®]

No need to go all around the houses, get to FreudenHaus!

FreudenHaus eyewear is different... this is one of the maxims that Stefan Flatscher and Uwe Pinhammer have devoted themselves to – and have been doing so for more than 20 years!

FreudenHaus is the eyewear brand for characters, individualists, lovers of quality and people with a sense for aesthetics.

Founders Stefan Flatscher and Uwe Pinhammer had above all one thing in mind when they established the brand: to create a glasses label whose models impress optically and convince with their quality. A label which, after a thorough advisory process, puts a model on the nose of the customers that really suits them and that they rate highly. For them, the glasses were always a part of the outfit, not just simply there to fulfill their practical purpose. The models from FreudenHaus should present the character of the wearer in a clearly more positive light. That was the credo 20 years ago and so it remains to this day.

In the name of the company, the word 'Freude' (joy) is included and this was an absolutely deliberate choice. The team behind FreudenHaus is very professional with very engaged, innovative, cheerful and creative team members. Here we work with passion. "Luder&Luden" arose from FreudenHaus' belief that it is also important to occasionally say thank you. For the new collection the people we chose to use on the campaign portraits were those who served the requirements of customers in the context of their daily work in a particularly outstanding fashion, FreudenHaus' sales people or quite simply the opticians.

You are warmly invited to visit www.FreudenHaus.com/Kampagne to see the result for yourself!

Let yourself be likewise inspired by the new models, which have such auspicious names as Jonny, Jimmy, Vroni oder Urs. In the current collection, FreudenHaus plays with a number of colours and some of the new models turn out to be real eye-catchers as a result of an in-built colour gradient in the material. Every model is unpretentious in its form and captivating with its clear lines and design.

For picture requests, press texts, interview requests and samples you are welcome to get in contact at any time at:

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