

# RYE & LYE

TIMELESS EYEWEAR



MADE & DESIGNED IN ITALY

25/26 CAMPAIGN



## RYE & LYE

Inspired by the art of fine eyewear, Rye & Lyle merges the finest materials with impeccable Italian design. Each piece is a testament to craftsmanship, where innovation meets tradition to create frames of enduring beauty and distinction.

The new collection embraces a bold, materic essence, textures that evoke depth, sophistication, and a physical connection to luxury. Designed for those who appreciate the extraordinary, these frames redefine elegance with every detail.

TIMELESS EYEWEAR





MODEL  
LARISSA



C1



C2



C3



54

16

140

RYE & LYE  
Larissa

MODEL  
ANTISSA



C1



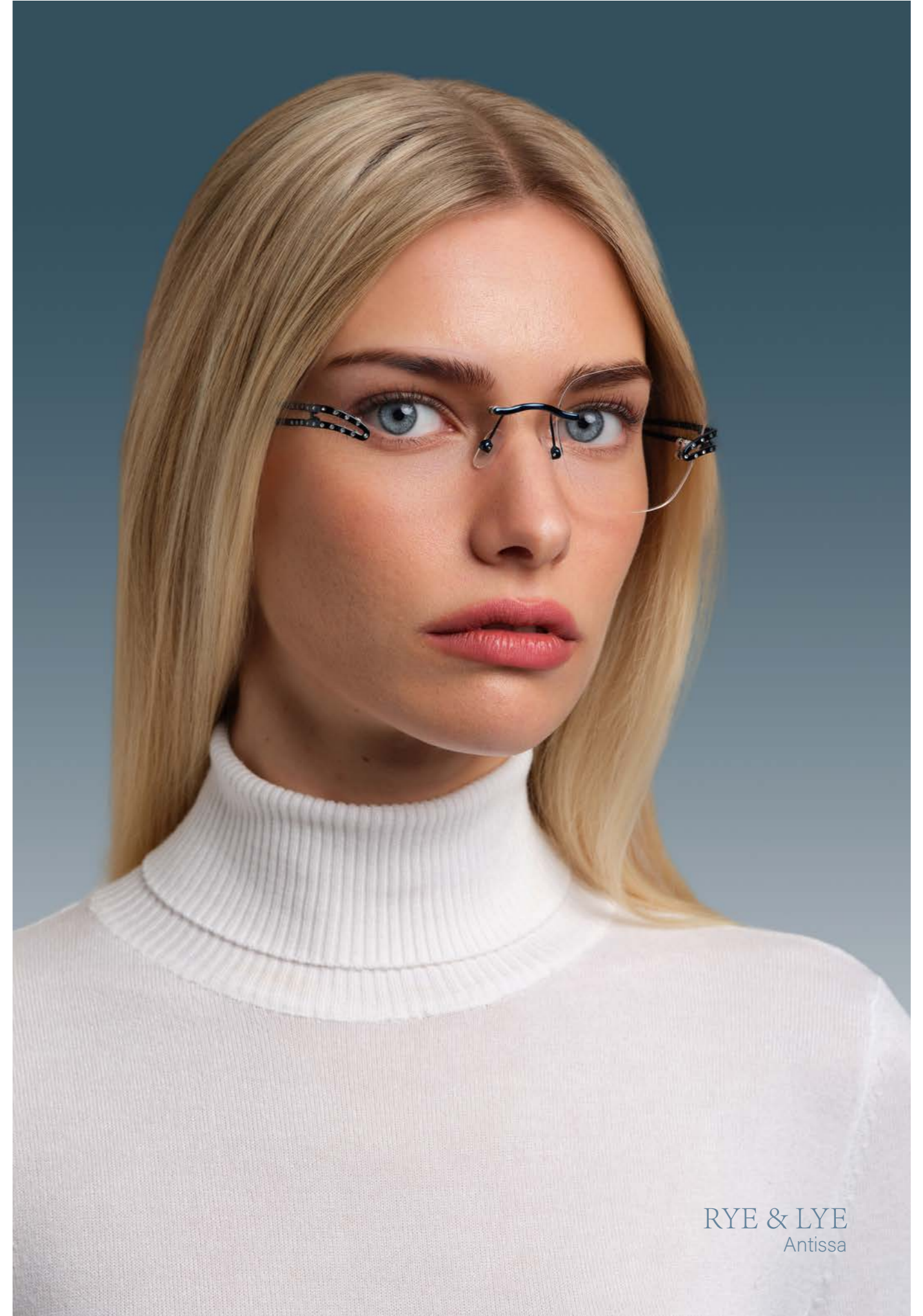
C2



C3



54 16 140



RYE & LYE  
Antissa



MODEL  
ELICE



C1



C2



C3



54 16 140

RYE & LYE  
Elice

MODEL  
APOLLONIA



C1



C2



C3

54

16

140



RYE & LYE  
Apollonia



MODEL  
CLORI



C1



C2



C3



C4



54 16 140

RYE & LYE  
Clori

MODEL  
GIZA



C1



C2



C3



53

15

140



RYE & LYE  
Giza





MODEL  
ATHENE



C1



C2



C3



53 15 140

RYE & LYE  
Athene

MODEL  
ALESSANDRIA



53 18 140



RYE & LYE  
Alessandria



MODEL  
TEBE



C1



C2



C3



C4



C5



53 18 140

RYE & LYE  
Tebe

MODEL  
SPARTA



C1



C2



C3

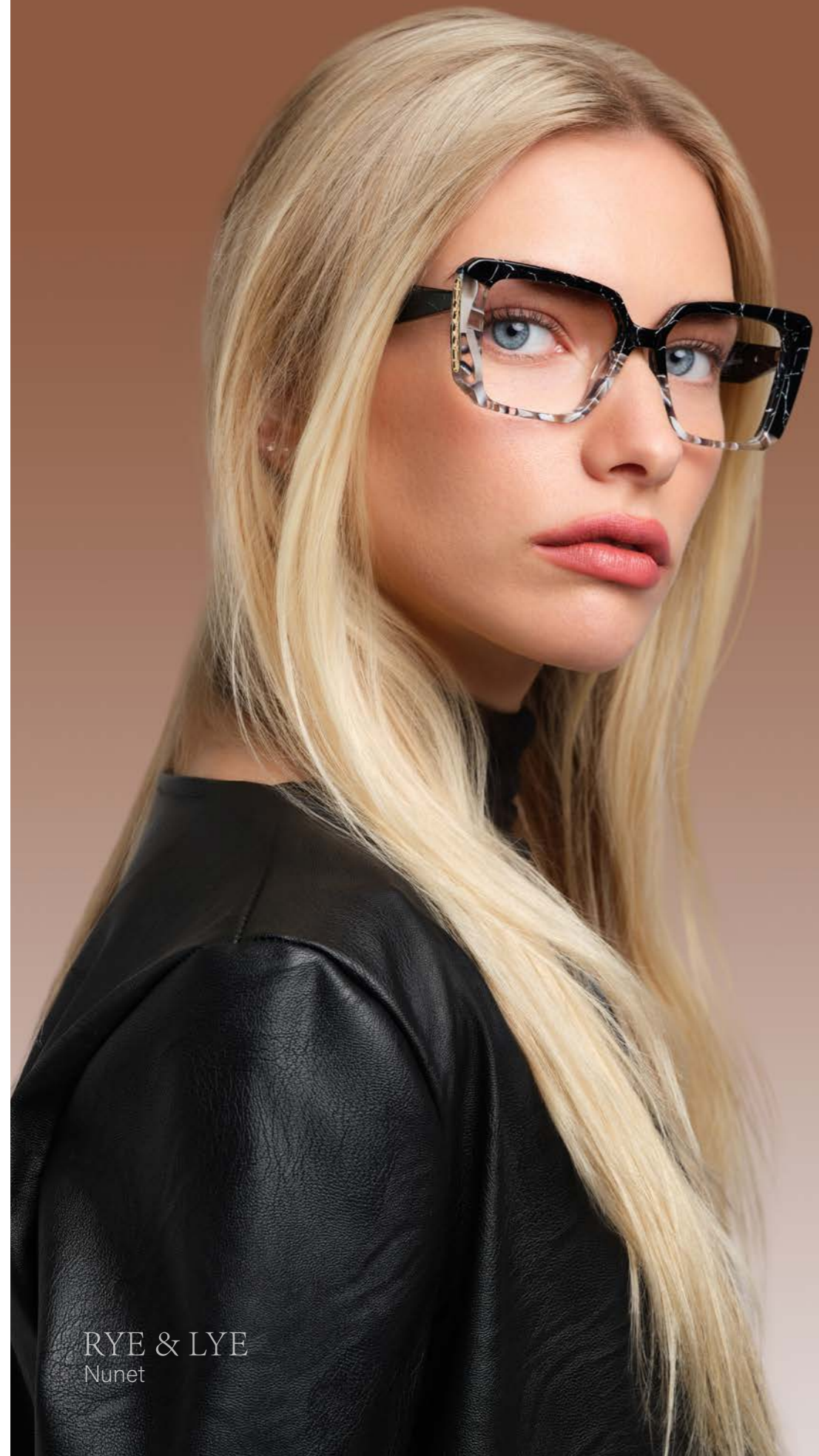


C4



51 18 140





RYE & LYE  
Nunet

MODEL  
NUNET



C1



C2



C5



C6



52 15 140

MODEL  
NUT



C1



C2



C3



C4



53

18

140





MODEL  
MIKET



C1



C2



C3



C4



51 20 140

RYE & LYE  
Miket

RYE & LYE  
TIMELESS EYEWEAR





MODEL  
DIANA



C1



C2



C3



C4



52 21 140



RYE & LYE  
Diana



MODEL  
GEORGETTE



C4



C5



C6



53

17

140

MODEL  
ECATE



C1



C2



C3



C5



C6



52 17 140





MODEL  
ORGANZA



C1



C2



C3



C1 SUN



C2 SUN



C3 SUN

53 17 140

MODEL  
HATHOR



C1



C2



C3



54 15 140



RYE & LYE  
Hathor



MODEL  
NEFTI



C1



C2



C3



C4



53

18

140

RYE & LYE  
Nefti

MODEL  
MICENE



C1



C2



C3



C4



53

17

140



RYE & LYE  
Micene



MODEL  
CIRCE



C1



C2



C3



C4



52 21 140

RYE & LYE  
Circe



MODEL  
NEMESI



C1



C2



C4



53 17 140



RYE & LYE  
Nemesi



RYE & LYE  
Nut



MODEL  
ALCANTARA



C1



C2



C3



50 20 140

MODEL  
SAUVIGNON



C2



C3



C2 SUN



C3 SUN

52 15 140



RYE & LYE  
Sauvignon



MODEL  
MORELLINO



C1



C2



C3



C1 SUN



C2 SUN



C3 SUN

53 15 140

MODEL  
MAGNANI



C1



C2



C3



C4



C1 SUN



C2 SUN



C3 SUN



C4 SUN

49 20 140



RYE & LYE  
Magnani

MODEL  
MARILYN



C2



C3



C2 SUN



C3 SUN

49 18 140



RYE & LYE  
TIMELESS EYEWEAR





MODEL  
ARGO



C1



C2



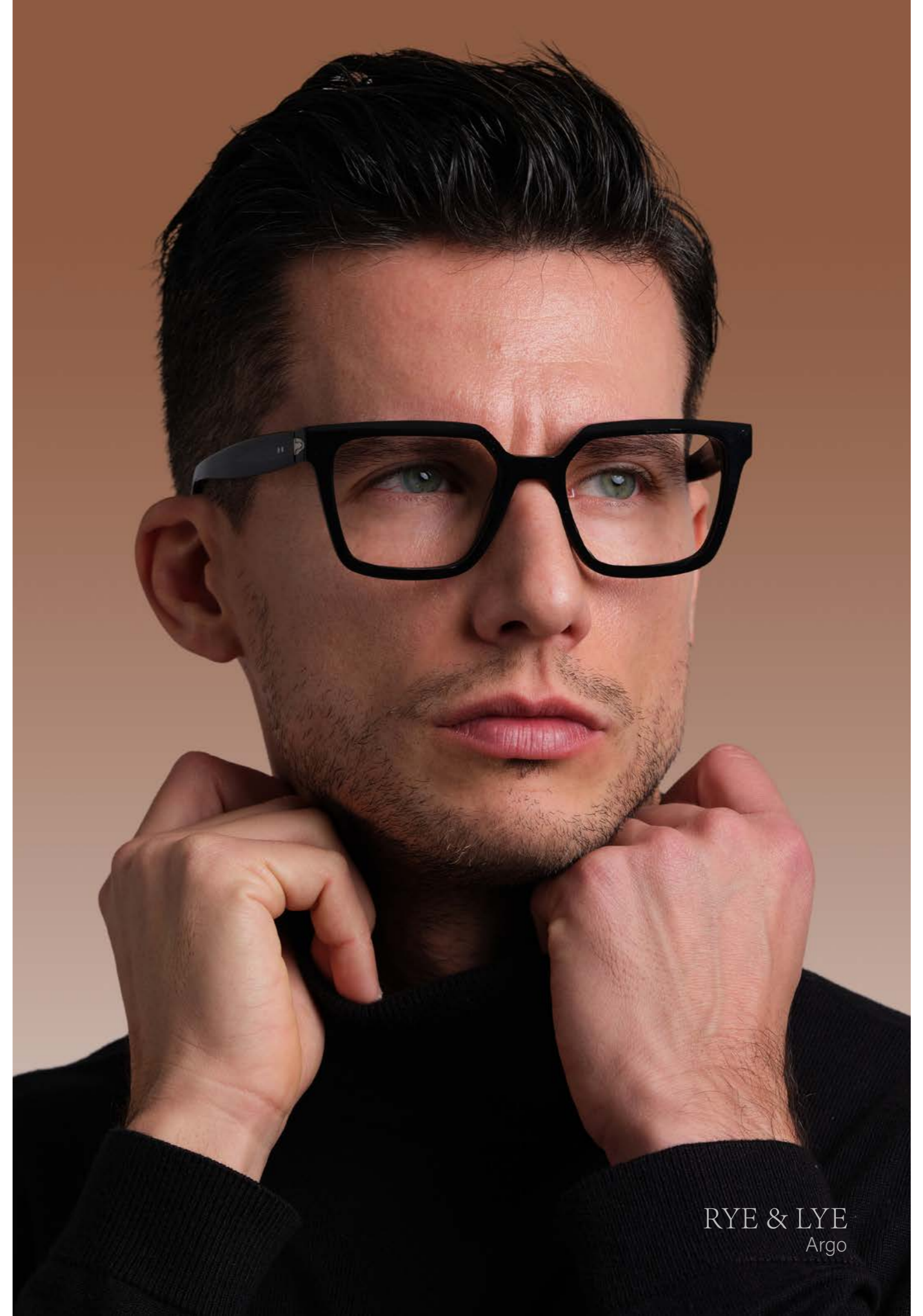
C3



C4



54 16 145





MODEL  
BYBLOS



C1



C2



C3



C4



53

19

145

MODEL  
MILETO



C1



C2



C3



52 19 145





MODEL  
GRECO 100% PURE TITANIUM



C1



C2



C3



C1 SUN



C2 SUN



C3 SUN

48 24 145

MODEL  
ECRU 100% PURE TITANIUM



C1



C2



C3



C1 SUN



C2 SUN



C3 SUN

48 25 145



RYE & LYE  
Ecrú



MODEL  
PINOT 100% PURE TITANIUM



C1



C2



C1 SUN



C2 SUN

49 24 145

MODEL  
MENFI



C1



C2



C3



49 20 145

MODEL  
PRIMITIVO 100% PURE TITANIUM



C1



C2



C3



53 20 145



RYE & LYE  
Byblos





MODEL  
AMON



C1



C2



C3



52 19 145

RYE & LYE  
Amon

MODEL  
CORINTO



C1



C2



C3



52 21 145



RYE & LYE  
Corinto



MODEL  
ONURIS



C1



C2



C3



C4



51

21

145

RYE & LYE  
Onuris

MODEL  
DIONISIO



C1



C2



C3



C4



49

24

145



RYE & LYE  
Dionisio



MODEL  
ATUM



C1



C2



53 18 145

RYE & LYE  
Atum

MODEL  
ZEFIRO



C1



C2



C3



50

20

145

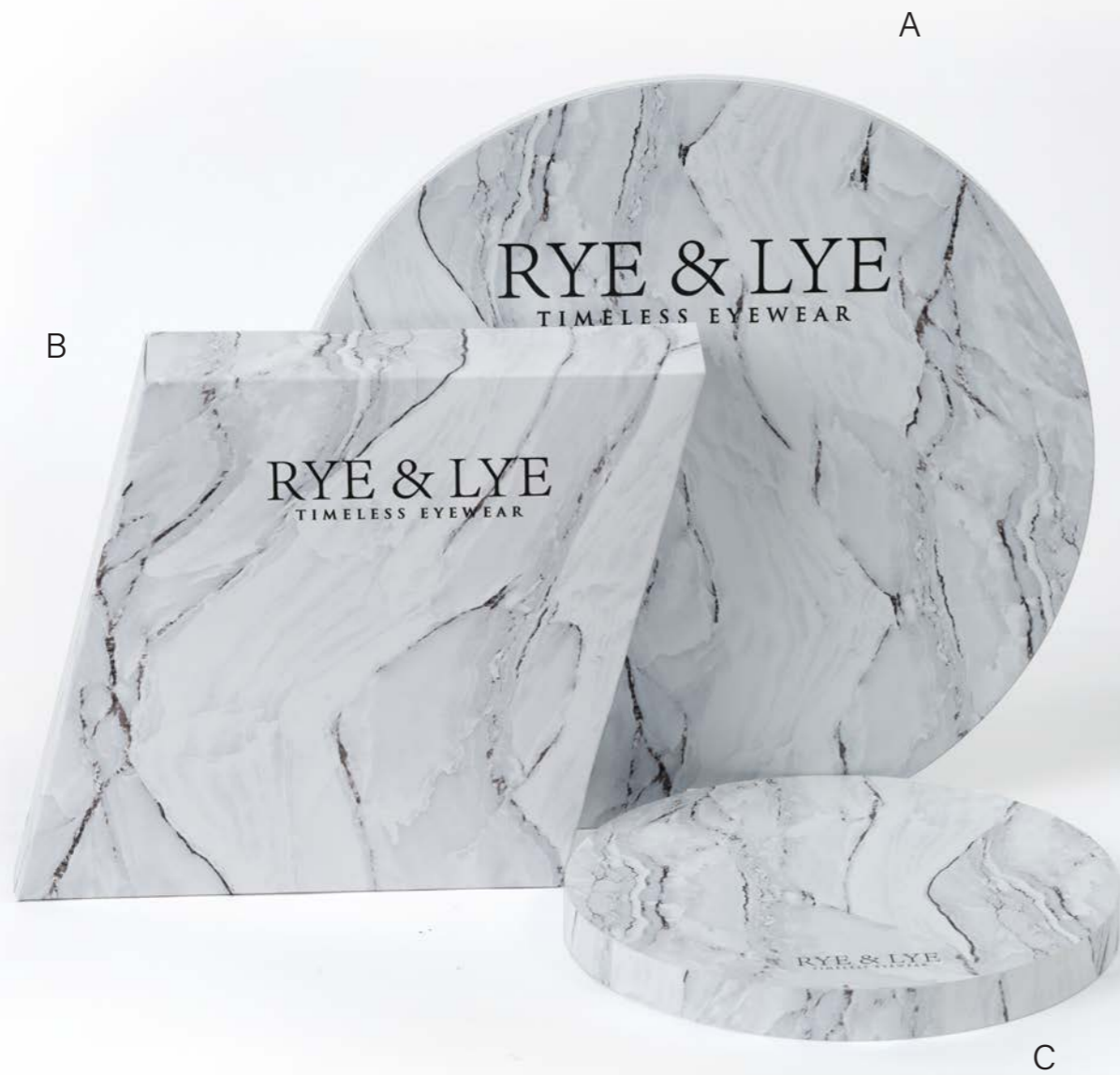


RYE & LYE  
Zefiro

# RYE & LYE

## Packaging & Retail Displays

- A Large disc display R&L 2025
- B Cuboid display R&L 2025
- C Small disc display R&L 2025



Bi-side panel R&L 2025



Case R&L 2025

Box R&L 2025



Shopper R&L 2025





# RYE & LYE

TIMELESS EYEWEAR



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