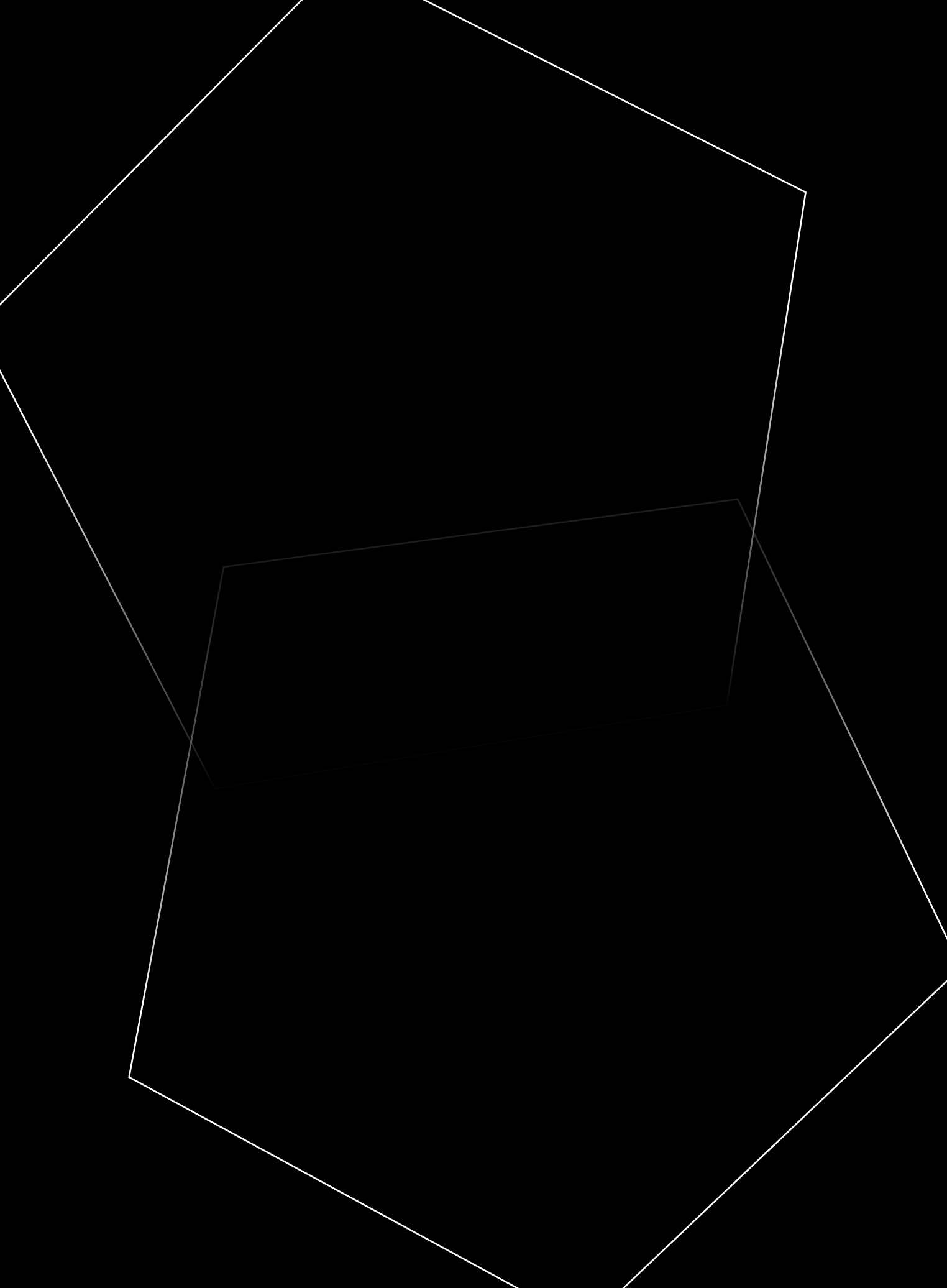


URBAN

STYLE

I  MAN

EYEWEAR



I-Man è la collezione eyewear prêt-à-porter tutta al maschile: anima easy e stile urban. Ideata, creata e realizzata ascoltando le esigenze del mercato nazionale e internazionale, è il frutto di un crocevia di suggestioni e ispirazioni da cui hanno preso vita i modelli, veri e propri evergreen: emergono le linee classiche, una grande attenzione al dettaglio e l'ispirazione alle tendenze moda più contemporanee. Occhiali moderni e vibranti, dove il caos creativo e l'energia manifatturiera si fondono.

La campagna di I-Man 2024 conferma la scelta identitaria di immagini in bianco e nero, ma amplia il suo raggio d'azione e si distingue dal passato per gli scatti realizzati in diverse capitali europee. Gli scenari urbani, scelti con cura, creano un'atmosfera accattivante e moderna alle immagini, con un occhio di riguardo alle retrovie del set per aggiungere un tocco di dinamicità. Questa Campagna rafforza l'identità del brand e si adatta alle tendenze della moda, con uno stile professionale e coinvolgente, per catturare l'attenzione del pubblico di tutto il mondo.

I-Man is the all-male ready-to-wear eyewear collection: easy-going spirit, urban style. Developed, designed and crafted listening to the needs of Italian and international markets, it is the product of a crossroads of impressions and inspirations from which the styles have taken shape – real, true evergreen eyewear. The classic lines emerge, along with meticulous attention to detail and creativity drawn from the latest contemporary fashion trends. Modern, vibrant eyewear, where creative chaos and manufacturing energy combine.

The I-Man 2024 campaign continues the identity choice of black and white images while amplifying its range of action and sets itself apart from the past thanks to shots taken in various European capitals. The carefully chosen urban settings create a compelling modern atmosphere while an eye on the behind-the-scenes sets add a dynamic touch. This campaign strengthens the brand's identity and adapts to fashion trends, with a compelling professional style that captures the attention of the global audience.

STEFANO



C1



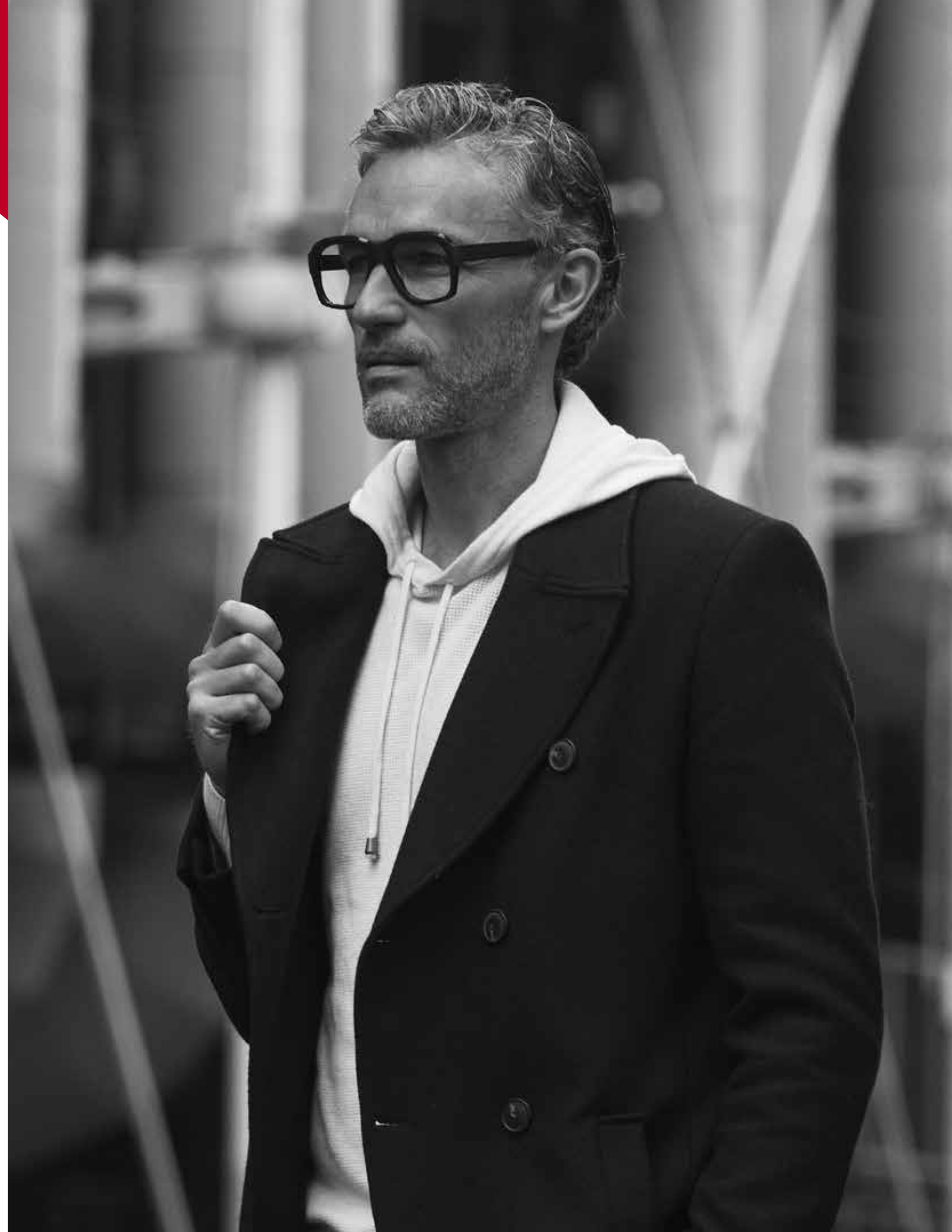
C2



C3



56 18 145



FABRIZIO



C1



C2



C3



C4



○ 49 ✕ 22 145



ANGELO



C1



C2



C3



C4



56 18 145



ROMEO



C1



C2



C3



55 17 145



ALESSIO



C1



C2



C3



56 16 145



VITTORIO



C1



C2



C3



C4



○ 52 ✕ 18 〰 145



SANDRO



C1



C2



C3



○ 53 ✕ 18 ↗ 143



LIVIO



C1



C2



C3



○ 54 ✕ 19 143



DEREK

carbon fiber temple



C1



C2



C4



56 15 140



DIAMANTE

carbon fiber temple



C1



C2



C3



C4



52 20 143



RAFFAELE



C1



C2



C3



○ 56 ✕ 16 145



LUDOVICO



C1



C2



C3



○ 54 ✕ 18 140



ENZO



C1



C2



C3



○ 54 ✕ 17 / 140



EMANUELE



C1



C2



C3



50 19 145



NEVIO



C1



C2



C3

ERNESTO



C1



C2



C3



○ 53 ✂ 21 ↗ 145



○ 53 ✂ 16 ↗ 145

WILLIAM



C1



C2



C3



○ 56 ✕ 14 145

FRANCESCO



C1



C2



C3

○ 56 ✕ 17 145

PIERRE



C1



C2



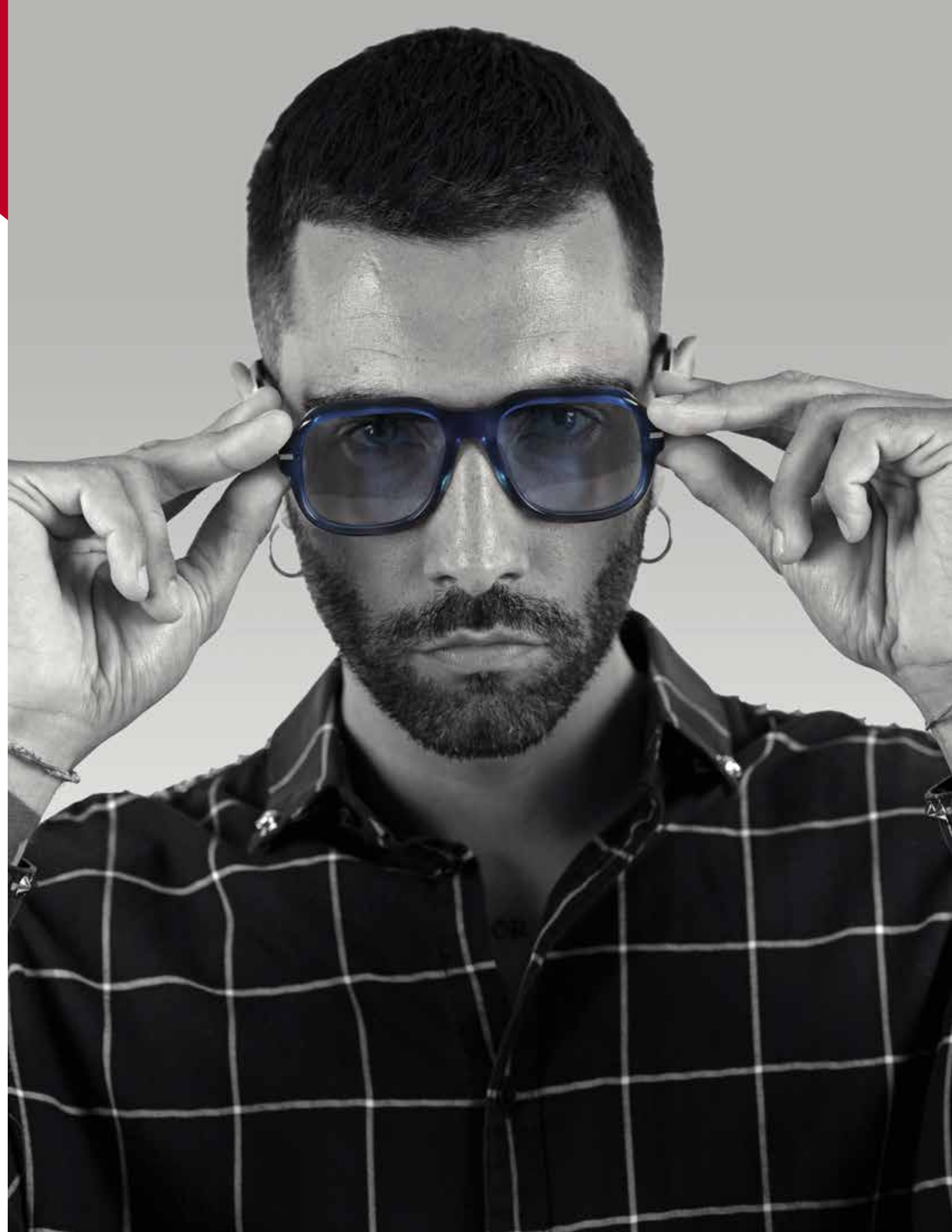
C3



C4



55 18 145



HOWARD



C1



C3



C4



56 22 143



OLIVER



C1



C2



C3



51 20 145



AYRTON



C1



C2



C3



C3



○ 58 ✕ 13 〰 148



JOSHUA



C1



C2



C3



○ 49 ✕ 22 148



THIERRY



C1



C2



C3



C4



○ 48 ✂ 21 ↗ 145



DOMENICO



C1



C2



C3



○ 51 ✕ 22 145



ANTONIO



C1



C2



C3



C4



○ 51 ✕ 20 ↗ 145





VINCENZO



C2



C3



C4



MANUEL



AGOSTINO



C1



C2



C3

DANILO



C1



C2



C3

SIMONE



C1



C2



C3



NICOLAS



C1



C2



C3





DAMIANO



C1



C2



C3



RICCARDO



C1



C2



C2

○ 49 ✕ 22 145

MIRKO



C1



C2



C3

○ 52 ✕ 20 145

ENNIO

eco-bio ACETATE



C1



C2



C3

FEDERICO

eco-bio ACETATE



C1



C2



C3

MARIO

eco-bio ACETATE



C1



C2



C3

LUIGI



C1



C2



C4



○ 48 ✕ 18 145

○ 53 ✕ 18 140

NOAH



C1



C2



C3



C4

○ 50 ✕ 19 140

DYLAN



C1



C2



C3



C4

○ 54 ✕ 18 140

TITO



C1



C2



C3



C4

○ 51 ✕ 18 140

ACHILLE



C1



C2



C3



C3

○ 54 ✕ 16 135

MATTEW

clip-on magnetico/magnetic clip-on



C1



C2



C3





MASSIMO

clip-on magnetico/magnetic clip-on



C1



C2



C3



foldable

○ 50 ✕ 23 145

GIACOMO

clip-on magnetico/magnetic clip-on



C1



C2



C3



foldable

○ 54 ✕ 18 145

GIUSEPPE

clip-on magnetico/magnetic clip-on



C1



C2



C3



foldable

48 20 145

STEPH

clip-on magnetico/magnetic clip-on



C1



C2



C3



foldable

53 19 145

VALERIO

clip-on magnetico/magnetic clip-on



C1



C2



C3



C4

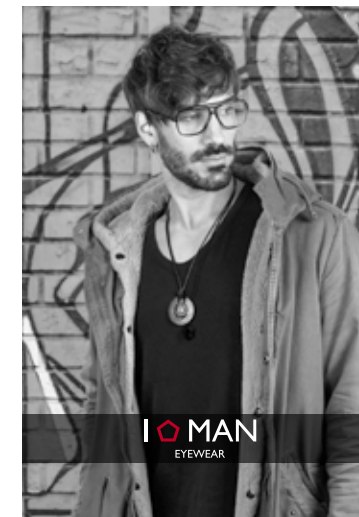
52 19 145

MERCHANDISING

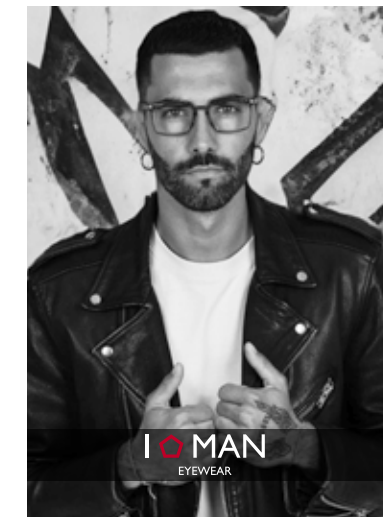
Cartelli vetrina/Window Panel



CV_077



CV_050



CV_067



CV_058



CV_090



CV_037



CV_028



CV_086



CV_042

Cartelli vetrina/Window Panel



CV_054



CV_030



CV_039



CV_092



CV_060



CV_091



CV_027



CV_097



CV_079



CV_044



CV_065



CV_036



CV_059



CV_066



CV_035

Cartelli vetrina/Window Panel

Cartelli vetrina/Window Panel



CV_075



CV_041



CV_064



CV_088



CV_029



CV_056



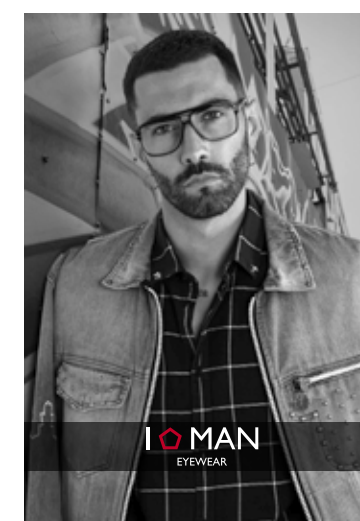
CV_033



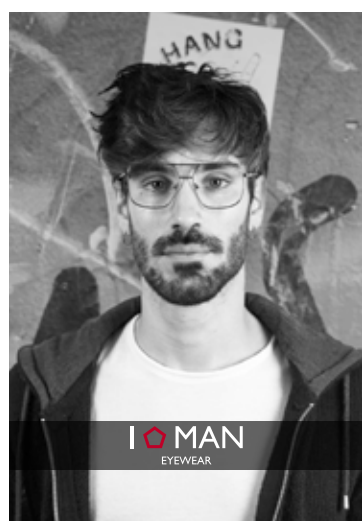
CV_051



CV_085



CV_049



CV_063



CV_081



CV_048



CV_087



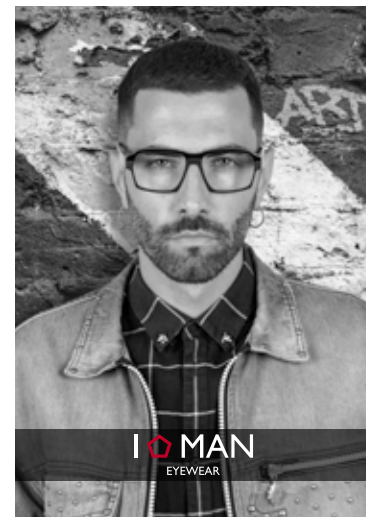
CV_080

Cartelli vetrina/Window Panel

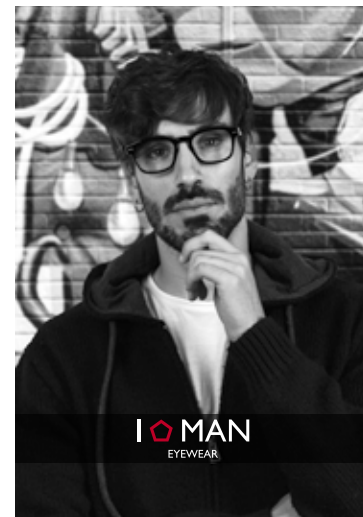
Cartelli vetrina/Window Panel



CV_074



CV_047



CV_061



CV_069



CV_062



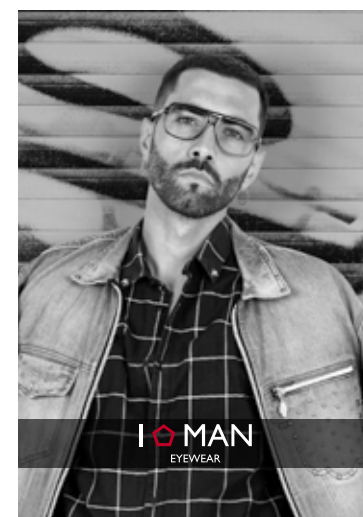
CV_072



CV_055



CV_071



CV_068

Espositore Display/Expo I-MAN



Astuccio/Case

I  MAN
EYEWEAR

IMMAGINE 98 S.R.L.
tel. +39 0435 501137
info@immagine98.it - www.i-man-eyewear.it

