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BOOK



BLACKFIN



Blackfin is a titanium eyewear designer and manufacturer.

Independent by nature, obsessive by method, it crafts every frame at the Black Shelter in the heart of the Italian Dolomites, driven by disciplined mastery and full in-house verticality, shaping every creation into an expressive, unforgettable design piece.



WATCH THE VIDEO

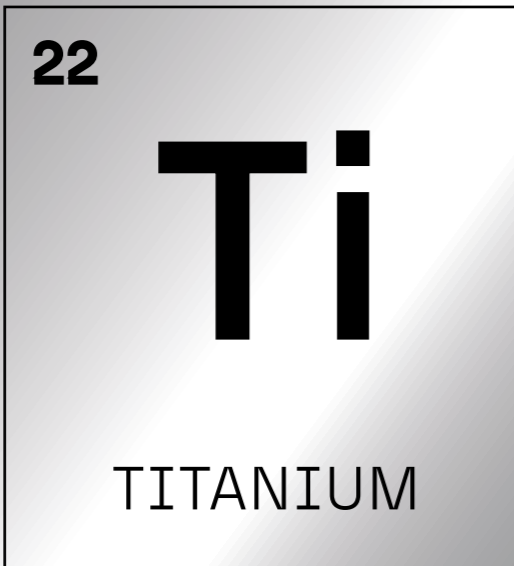


SINCE 1971

Back in 1971, in Agordo, a small town in the Italian Alps, Maria Pramaor opened a business and gave it her name, launching a story that is still being written. The first pages in what has become a thrilling narrative of enthusiasm, skills and lots of hard work.

← *Maria Pramaor with the
company's first employees, 1962*





THE TITANIUM VISION

The rise of the International eyewear industry is making working in this branch harder and harder. Differentiation is a must; in 1990 Primo senses that the future lies in titanium. They're off to Japan, the Country with the most cutting-edge technologies and the purest form of titanium.



OBSESSED WITH TITANIUM

More than a material, it's our identity.
We shape aerospace-grade titanium with absolute control,
turning precision into expression. Lightweight, strong,
hypoallergenic. Never ordinary.



WATCH THE VIDEO





RADICAL INDEPENDENCE

We proudly stand outside the mainstream — independent by choice — to protect our creative freedom and manufacturing autonomy. Because true creativity can only exist in independence.





HONESTY IN EVERY CHOICE

**We are Italian and we work in Italy.
We care about people, the land and our history.
This is what we call Neomadeinitaly.**

We work in Italy with enduring respect for people, the land, and our heritage. At The Black Shelter Sustainable Factory, honesty turns responsibility into objects built to last.



WATCH THE VIDEO



100% IN-HOUSE

We craft every product entirely in-house, in Italy. Since 1971. The result of true independence: extraordinary quality, unmatched customer service and the pride of honoring who we are and where we come from.





DESIGNED WITH PURPOSE

Everything is conceived with intent, guided by empathy for those who wear it. Form serves function, function serves people. Each frame is crafted to improve life—discreetly, beautifully, meaningfully.



COLOR AS A STATEMENT

At Blackfin, color is more than finish—it's our signature. Masterful hand-painting, engineered anodizing, advanced finishes: precision layered on titanium. Unmistakably Blackfin, even by its color.





COLL ECT IONS



**THE ESSENCE
OF BLACKFIN
MADE FROM
A SINGLE
BLOCK
OF PURE
TITANIUM.**

The styles in the Blackfin One series are timeless, made from a single block of pure titanium and reimagined in keeping with the brand's DNA. Design, extreme lightness and research are the trademark traits of this product family, known for its unique colors and innovative production processes.

ATL AN TIC

DESIGN IN ITS
PUREST FORM,
INTEGRATED
MECHANICAL
IN ITS MOST
EXTREME
EXPRESSION.

Blackfin Atlantic expands its gaze to the Anglo-Saxon world and East Coast, USA, without renouncing its own personality. The minimalist aesthetic is even more marked, while the 2 mm thickness of the titanium front adds character to a series that reveals the incomparable Blackfin spirit in every detail.





PACIFIC

**CRAFTED
FROM A
SOLID BLOCK
OF
TITANIUM.
THE
CLASSICS.
REINVENTED.**

Blackfin Pacific blends the uncluttered elegance of retro Japanese lines with a more-refined Californian style. The essential shapes are reinterpreted, making room for a more modern, contemporary aesthetic. Ultrathin titanium temples design clean, minimalist frames. Soft in their details, yet capable of accentuating the refined and sophisticated spirit of this series.



AERO LOOP



THE
REVOLUTION
OF MINI
MALISM.
INCREDIBLY
LIGHT,
INVISIBLY
TECHNICAL.

An engineering masterpiece. Forged from a single block of extremely strong and lightweight aerospace titanium. The hinge, inspired by aeronautical rivets, is a gem of precision. With its minimalist, invisible design, Aero Loop delivers absolute comfort and infinite possibilities for personalization. The rimless frontier, redefined.

VITRA

THE PURITY
OF LIGHT
MEETS THE
STRENGTH OF
TITANIUM.

Matter transforms into light. Blackfin Vitra represents the transparent evolution of titanium: a bold VitraCore™ front that defies fragility, anchored to the mechanical certainty of aerospace titanium temples and components. This is where the invisible meets the indestructible. Sharp geometries, absolute stability, and technical comfort merge into a design that hides nothing—because it is pure substance.





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