

{rewind}



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REWIND is a tribute to the '90s, a decade made of images, sounds and objects that still echo today.

From the memory of that time, creativity is reborn: iconic Italian shapes are reinterpreted with a contemporary eye, transforming nostalgia into timeless elegance.

Each frame is the result of craftsmanship and passion: designed and produced entirely in Italy, our eyewear reflects the excellence of artisanal know-how and the culture of design.

REWIND blends memory and innovation, offering timeless eyewear with a modern soul.



WHO WE ARE

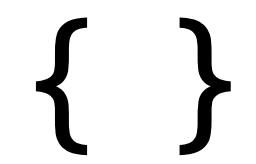
REWIND was born from the desire of Patrizia Puliti and Paolo Corraddossi to use their experience in the optical industry to give birth to a new adventure, made of personal knowledge, memories, travels, events and episodes of shared life.

Rewind is like rewinding the tape of our life. From this reflection, the name and idea of Rewind were born — a journey through time that reconnects past, present, and future.

With over 35 years of experience in eyewear design, production, and brand development, Patrizia and Paolo have built a story rooted in passion, craftsmanship, and a deep understanding of the industry.

Rewind draws inspiration from the timeless charm of the '90s — a decade rich in creativity, culture, and design — reinterpreting it through a contemporary lens.

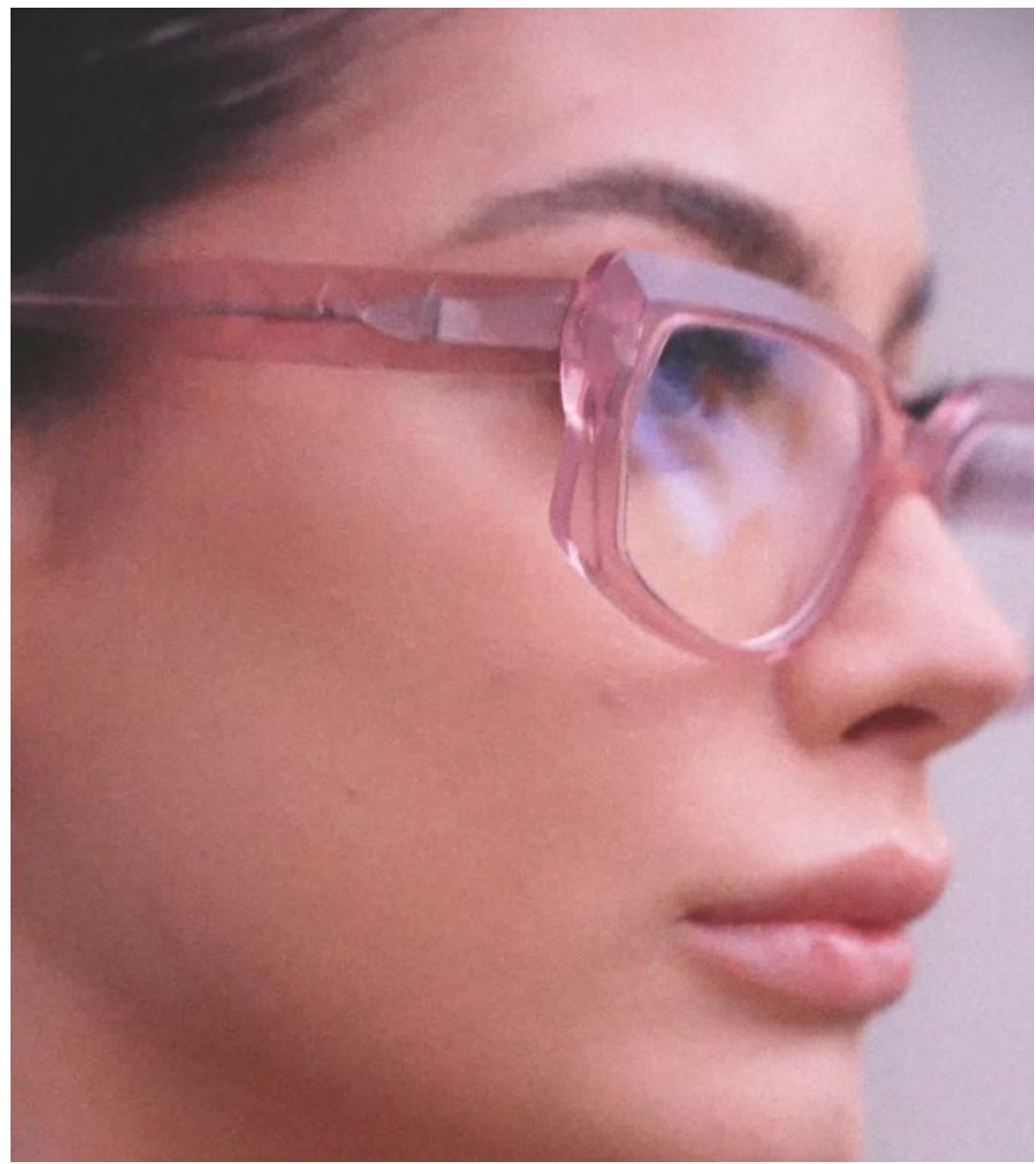
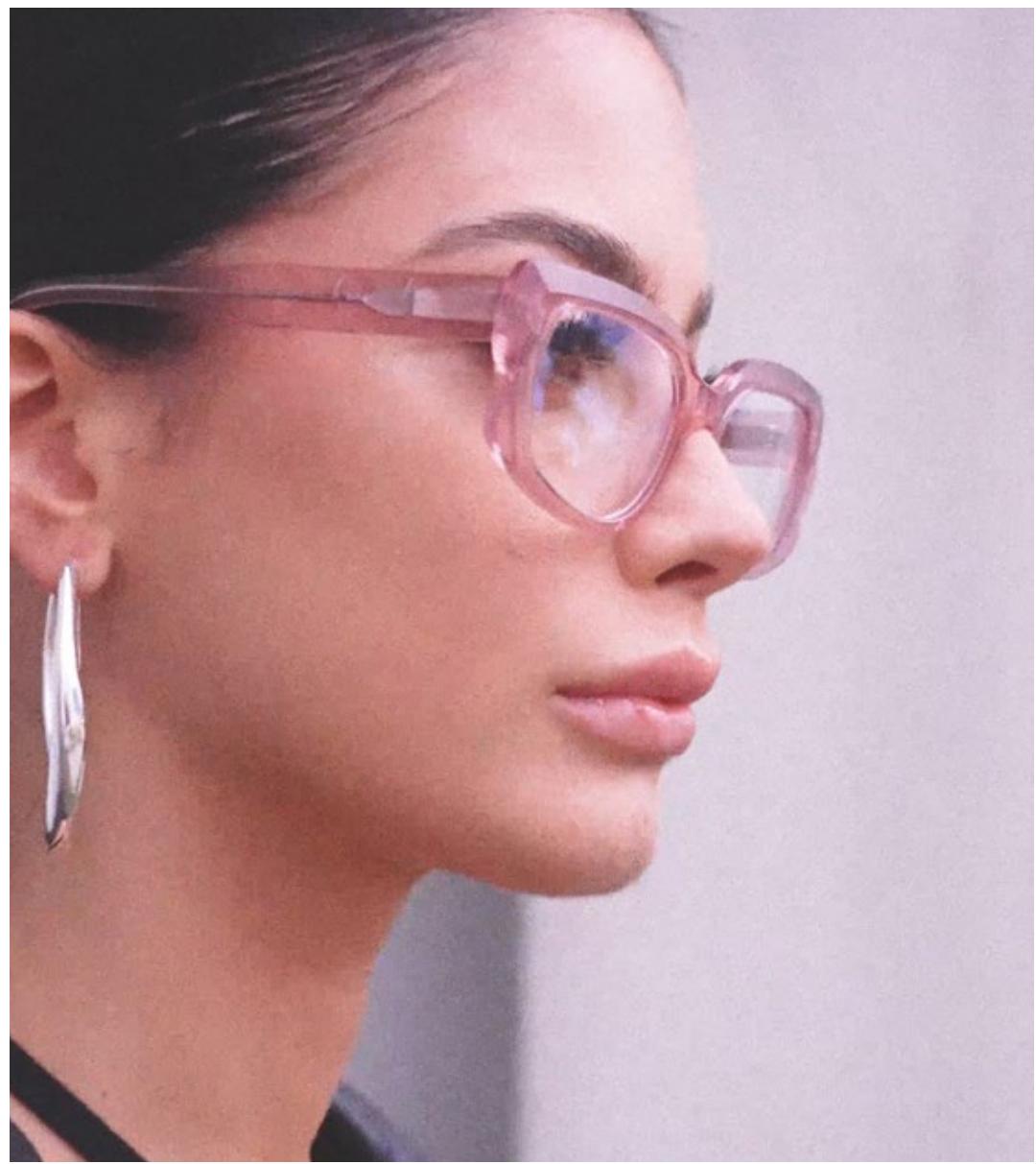
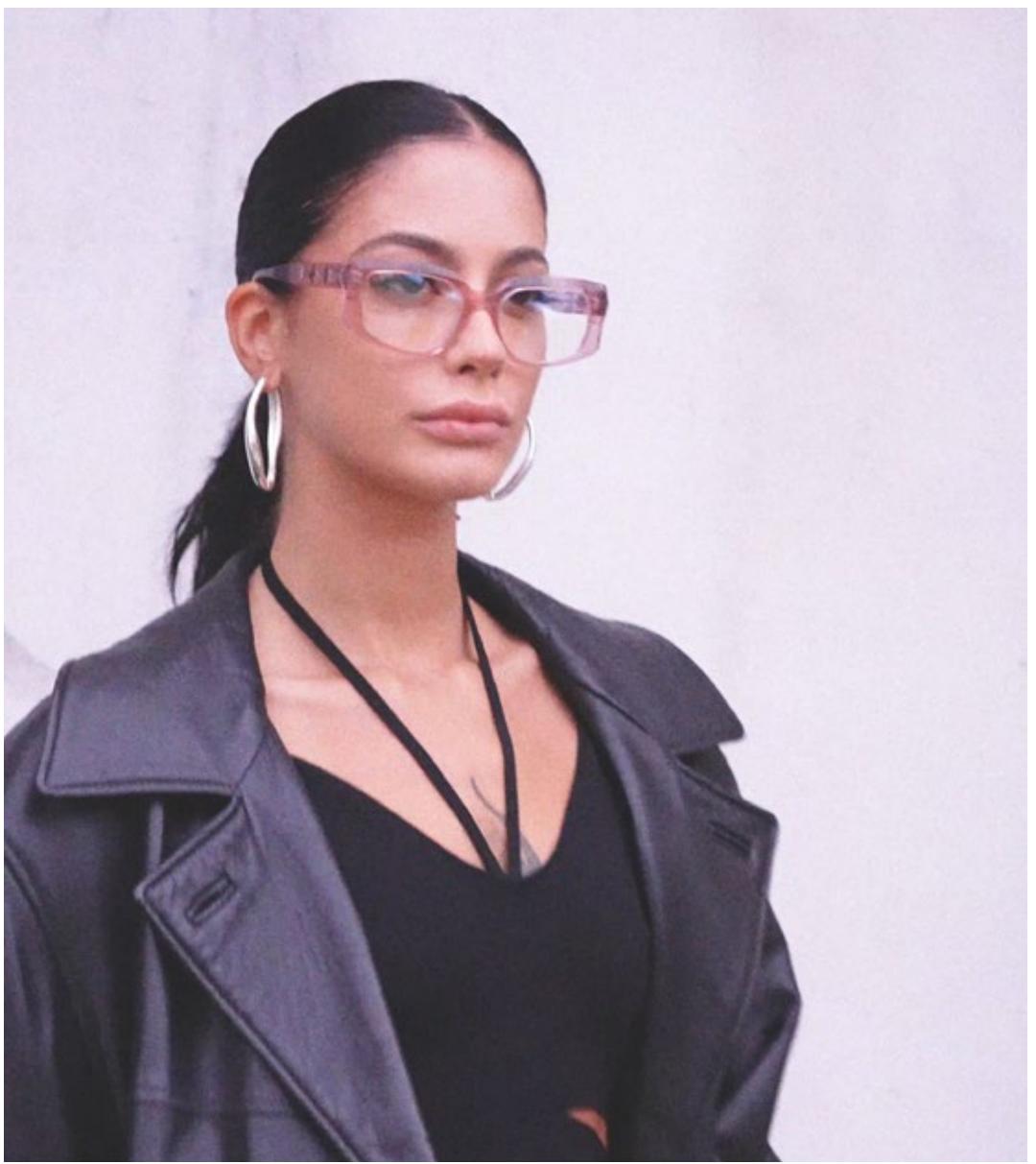
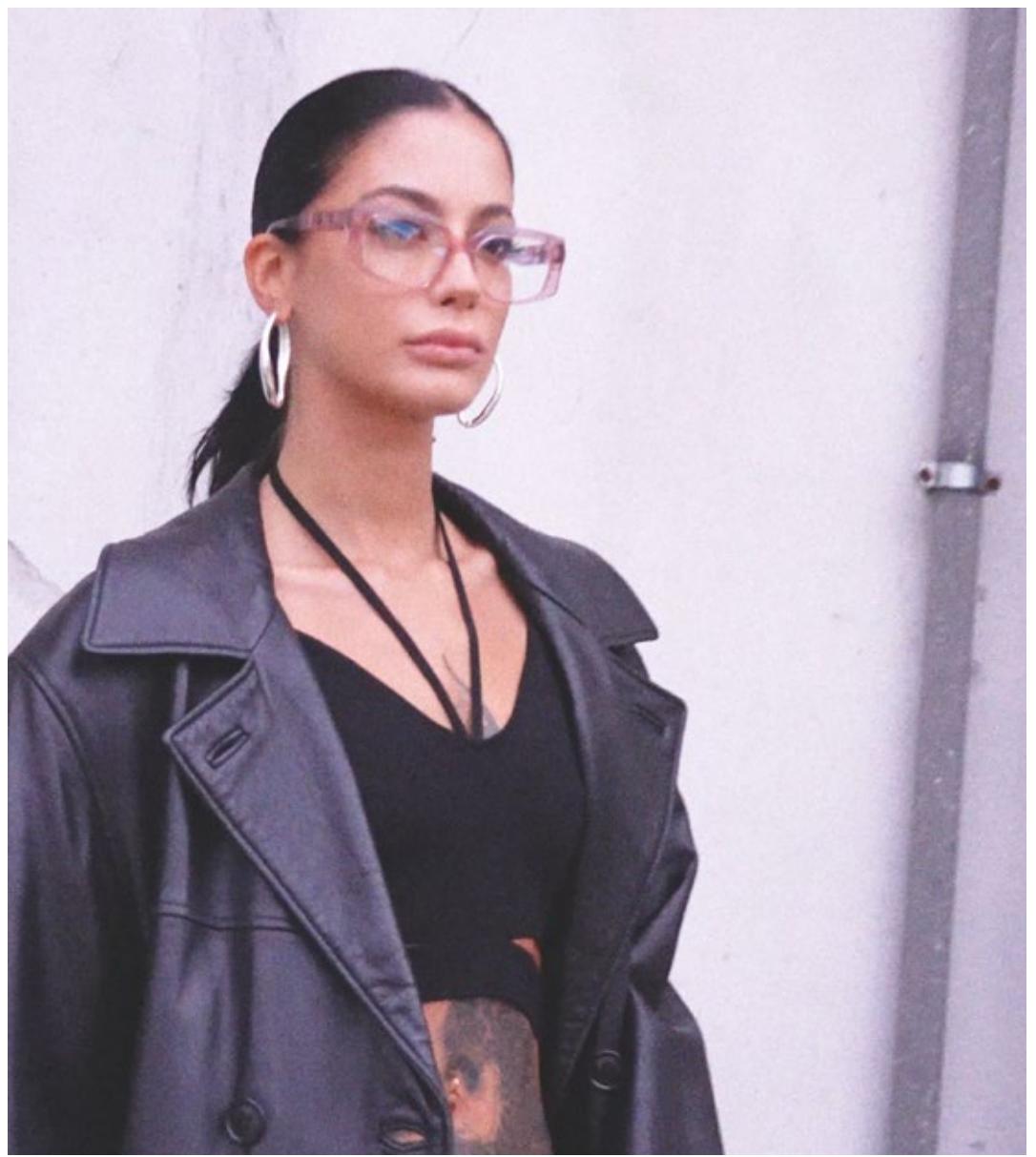
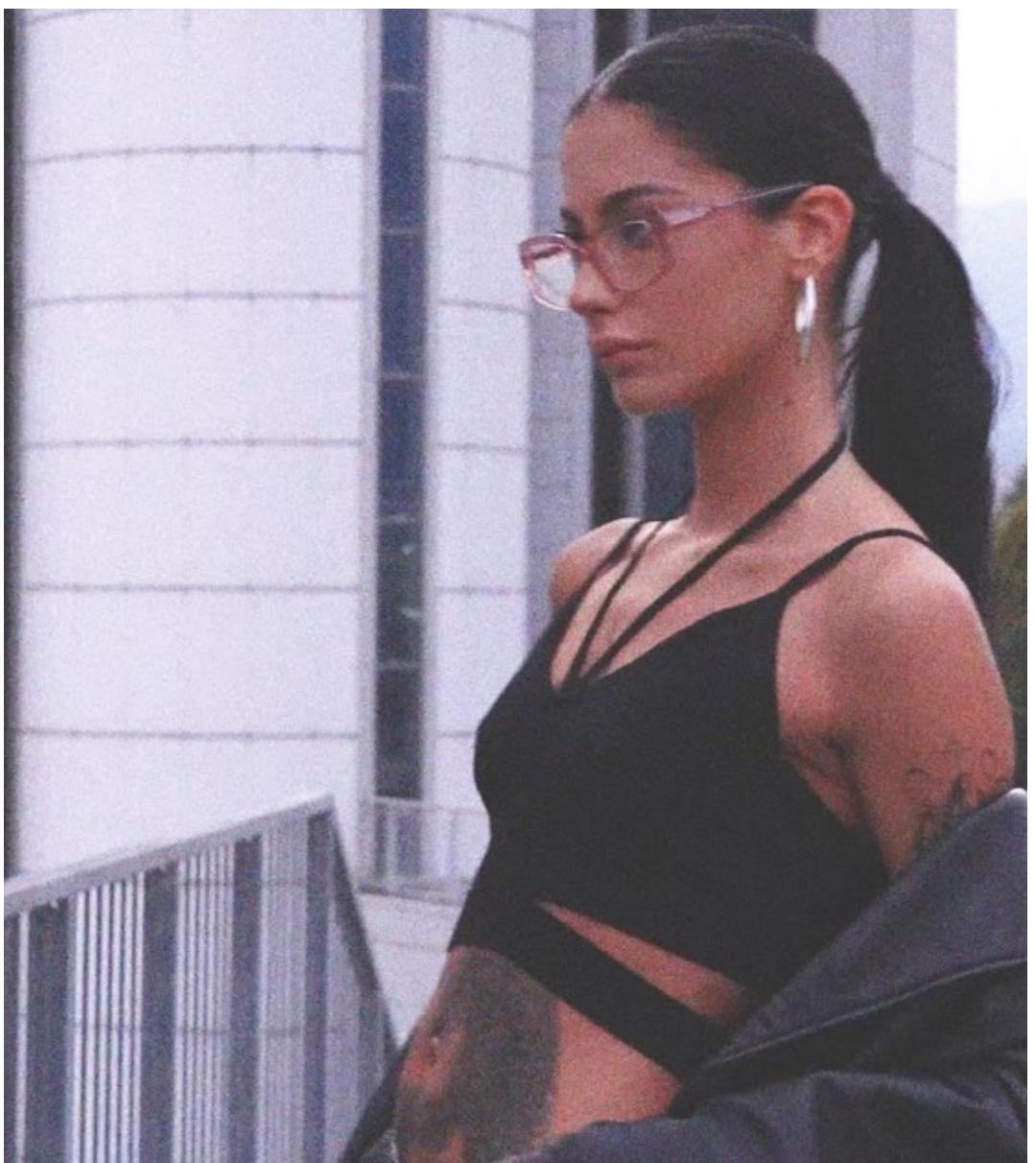
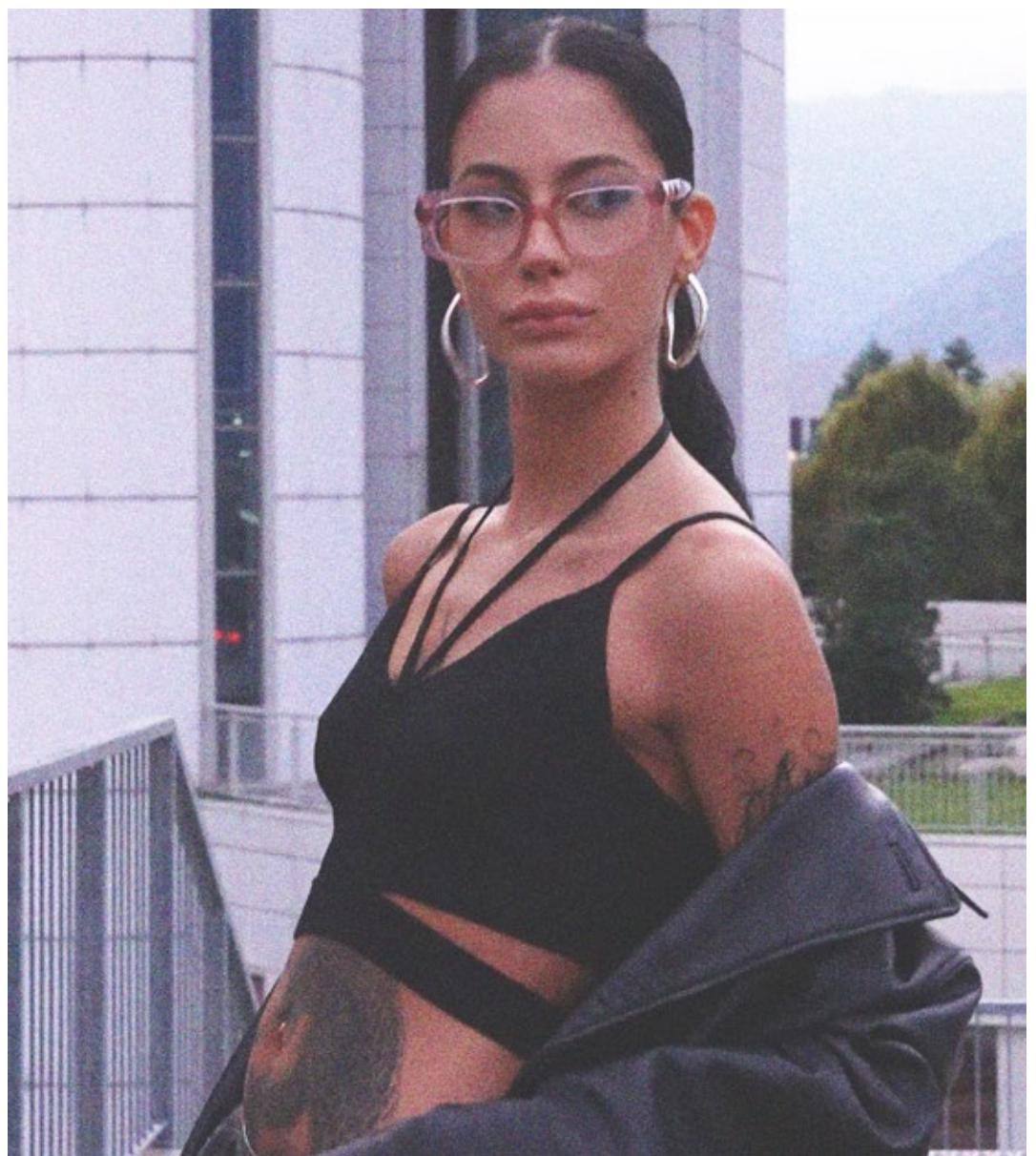
More than a brand, Rewind is a way of seeing: a tribute to time, to memories, and to the enduring beauty of Italian eyewear.



GRAVITY

It interprets the design of the oval shape according to a feminine point of view; made with balanced and gentle proportions, it is developed in depth following the theme of glossy, transparent, pastel color, along with new solid colors, together with classic black and havana.





BLACKOUT

This model features a bold, geometric design with sharp, angular edges that create a strong and distinctive look. Its structured silhouette and solid volumes convey confidence and contemporary elegance.



SENSITIVE

Slightly rectangular design for this shape that unexpectedly softens with a smooth and rounded stroke, and warms up with a play of light suggested by the different processes of the glasses.



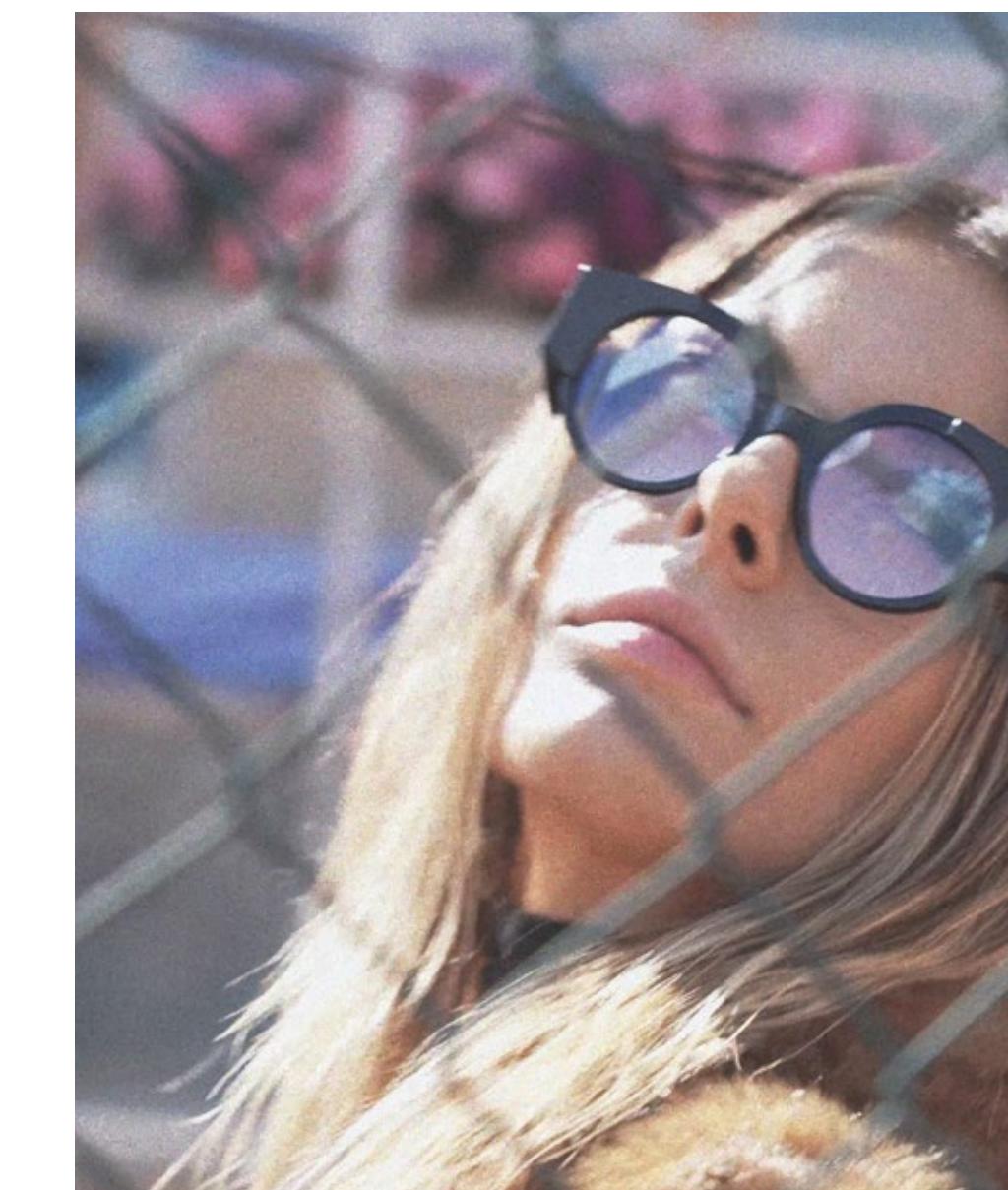
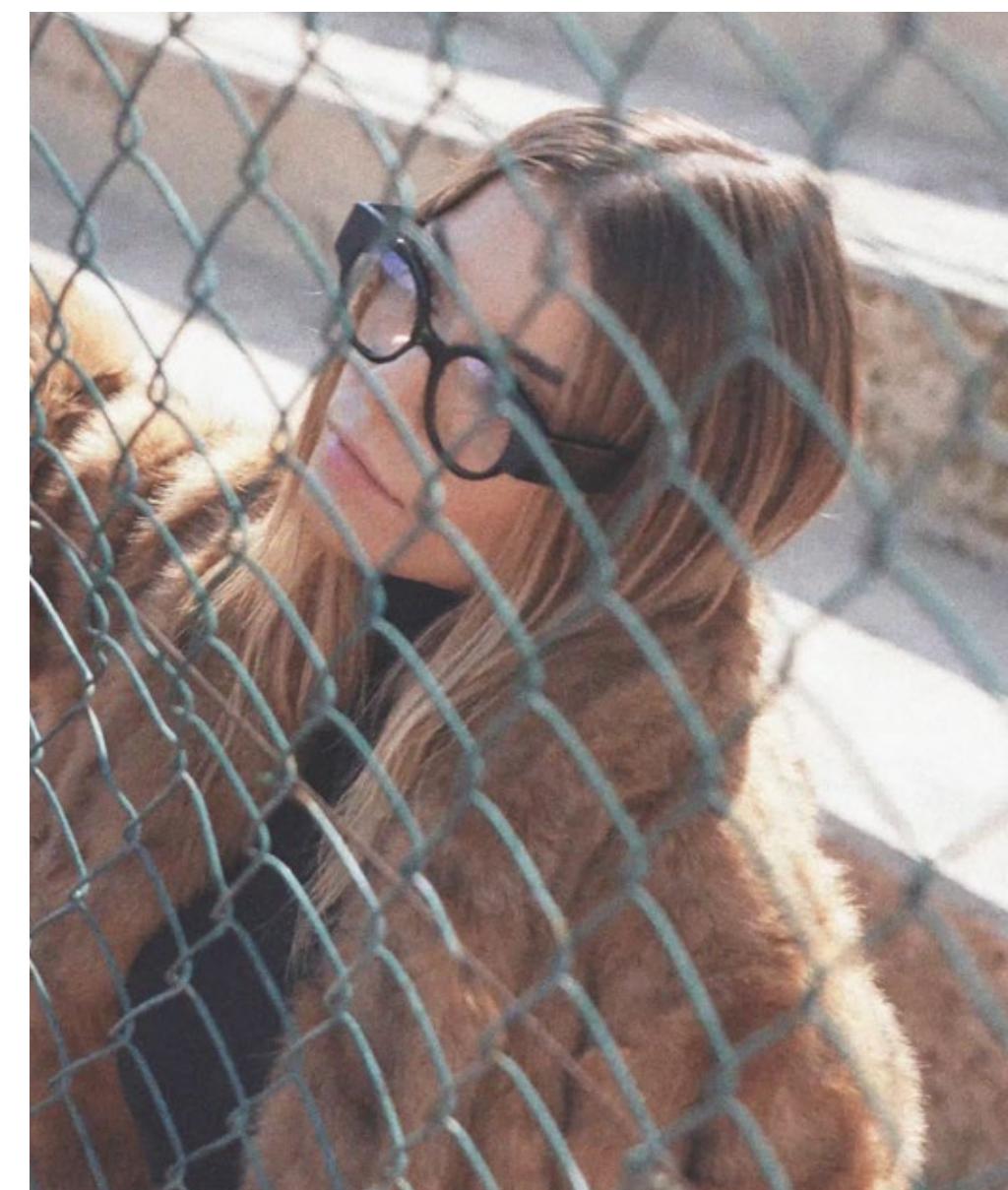
LOOPER

Massive and square, with a sturdy frame that catches the eye.
The lenses are wide giving the face a bold and distinctive look.
Sharp angles and bold lines, the shape has been reinterpreted in a
modern way for a contemporary and fashionable look.



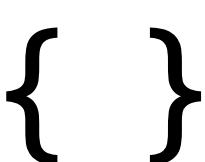


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DOUBLE LIFE

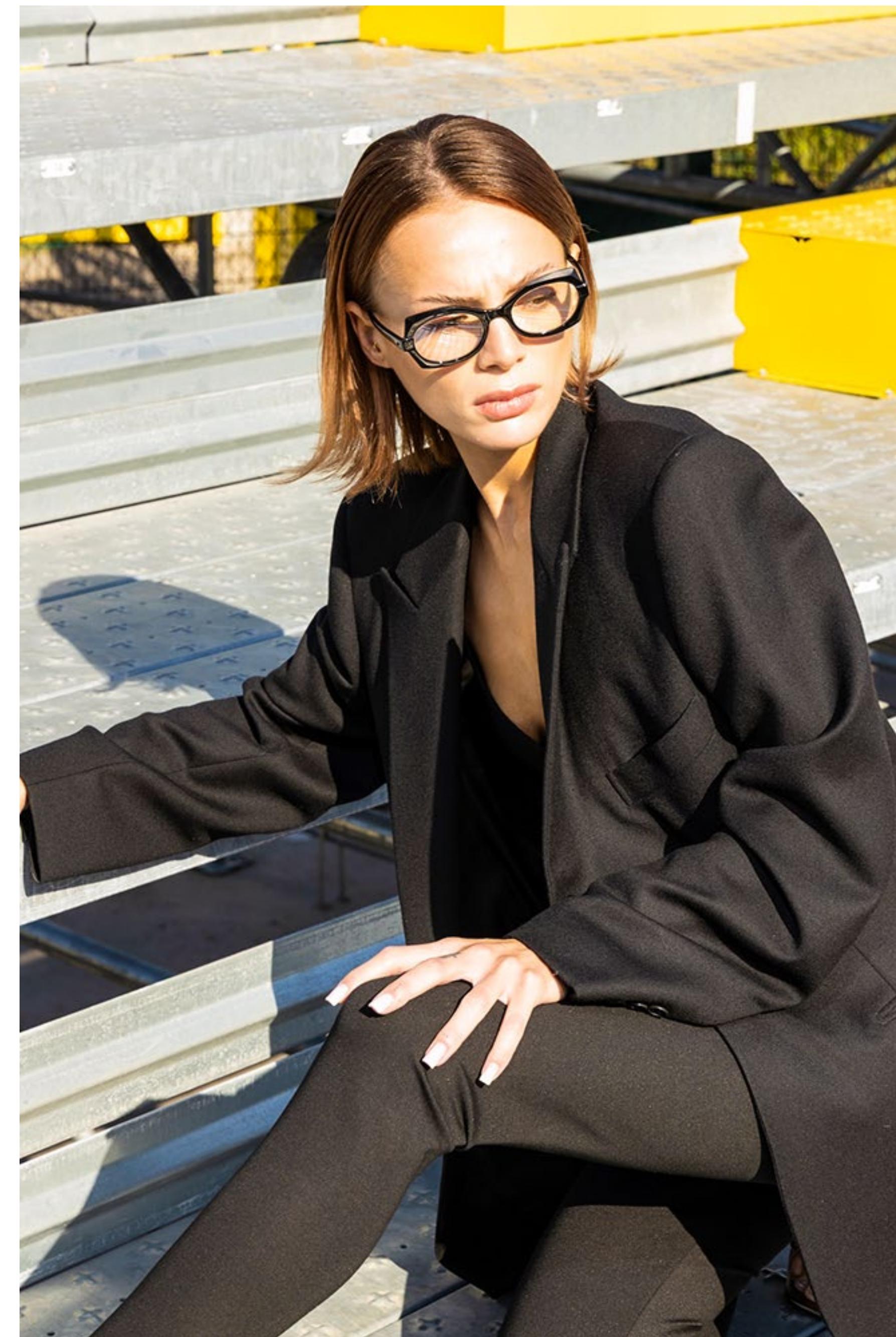
Round shape and voluminous profiles.
A retro shape made modern by colors and matt finishes.
They can add a touch of eccentricity or sophistication
to a look, depending on the style and context
in which they are worn.





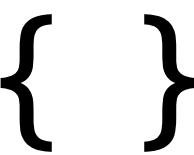
TIME EFFECT

Rectangular shape, with contained proportions even if accentuated in the profile, which dives into the '90s and re-emerges with a timeless charm, and a little bit of boldness.



FLASHBACK

It reinvents 90s eyewear with bold geometric lines, a sculpted acetate frame, and signature details. The thick rims and beveled edges enhance its graphic impact, while the balanced proportions create a distinctive and wearable silhouette. A statement of timeless design.







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