

ARTISTIC CREATION DENOTES A TASTEFUL WAY OF LIVING

藝術品般製作 | 彰顯品味 |

Producing wooden framed glasses with expensive wood, Sen Jiang is here to tell that glasses can be modern collectibles of arts. 森匠以珍稀木材製作出匠心獨運的眼鏡框，每件都是獨特的當代藝術品。

Frames with Sen Jiang are specially designed to suit the Asians' face shapes.

森匠特別為亞洲人設計出適合他們的臉型的各種眼鏡框。

Continual quality work and unbounded creativity are needed if a company is to stay ahead of its competitors - this is a true statement that applies to all kinds of business. Sen Jiang Industrial Trading Company, a newcomer with unbridled passion and innovation, is dedicated to breaking the tradition in the timber industry, creating artistic pieces of eyewear with different kinds of wood and bringing wood closer to our daily life.

Painstaking craftsmanship begets precious collection

Sen Jiang in Chinese means a carpenter in the forest. The founder of the company, a collector of unique wooden pieces, craves a synergy of wood and the human body in an aesthetic manner. In due course, he was inspired to create wooden framed glasses out of various kinds of expensive wood. Owing to the unique wood pattern of each tree, every pair of wooden spectacle frames is absolutely exclusive and exquisite - a real surprise for individuals who appreciate modern art.

在

這個競爭激烈的年頭，無論從事那一門生意，要突圍而出就得絞盡腦汁、費盡心思，憑創意與質素取勝。但成立不久的森匠實業貿易公司卻懷著一顆追求創新與藝術的心，期望打破木製產品的界限，以不同的木材製作出匠心獨運的眼鏡框，將木材與我們的生活連結得更為緊密，打造出另類的現代藝術精品，讓木製鏡框發揚光大。

精心打造 珍藏之作

森匠這個名字有森林木匠的含意，創辦人的目的是打造出別具創意的現代工藝，一直喜愛收藏獨特木材的創辦人費盡心思尋求突破，讓木材與人體融和、結合，以至將各式各樣的貴價木材打造出前所未有的概念，雕琢成不同形狀及種類的眼鏡框，產品呈現獨有的原木花紋，每件均屬唯一，給一眾熱愛現代藝術的人士帶來驚喜。



Sen Jiang's glasses are pieces of modern art.

森匠的眼鏡是現代藝術的詮釋。

Generally speaking, frames are used to support and fasten the lens, so as to ensure an accurate focus point for the wearer. Different styles and shapes of glasses help to balance the various face shapes. Sen Jiang's world is a world of aesthetics. The professional team of expert designers and craftsman strive to create an extensive collection of frames that fits the features of the Asian face. To further enhance the value and appearance of its products, Sen Jiang sources rare wood, such as rosewood, the kassord tree, Myanmar padauk and more, all possessing delicate and chic patterned wood.

“The professional team of expert designers and craftsman strive to create an extensive collection of frames that fits the features of the Asian face.”

森匠一群專業設計師及工匠根據亞洲人的面型打造出合適的鏡框。

Practicality for all

Due to the use of quality wood materials, Sen Jiang's glasses are durable enough stay in shape. However, the better the quality of the wood, the heavier they are, so many of these frames are for collection purposes only. Still, Sen Jiang cares about its customers who need to wear glasses for a long period of time and accordingly lighter versions using camphor and maple are sold. While smooth lines are used in the design, these stylish frames are also comfortable to wear in every sense, without putting pressure on the bridge of the nose. Seeing that most glasses available in the market are designed for the westerners, Sen Jiang has put a lot of trial and error into creating the best frames to suit the Asian face.

Ready for the consumer market

Although Sen Jiang has just started its business, it sees a promising development track with its unique collection of spectacles and sunglasses. The company is planning to enter the consumer market in 2015 and serve the wider public. At present, Sen Jiang is devoted to creating more designs, further improving the product quality, expanding the scope of the after-sales service and planning marketing and advertising campaigns so as to get everything ready. Despite the possible changes, the company will remain true to its mission and vision - promoting the sacred marriage of wood, art and life.

一般來說，眼鏡框的主要作用，是幫助支撐及固定鏡片，確保我們戴上後準確地對準焦點。外觀漂亮精緻亦可提昇美觀度，而不同形狀的鏡框，又具有視覺上改善面型的效果。森匠所設計的木材鏡框與一般眼鏡大不相同！它以藝術性凌駕一切，森匠從不同地方搜羅出優質而獨特的木材後，由一群專業設計師及工匠根據亞洲人的面型打造出合適的鏡框。為提高其收藏價值，森匠搜羅來的木材大多以價格高、份量少為原則，當中不乏貴價高端木材如酸枝、雞翅木、緬甸花梨等等；由於森匠製造的木質鏡框以外形為主打，因此挑選質料的另一原則是木材上的紋路是否足夠精巧及細緻。

提高實用性 開闢普及化出路

雖然這類高端鏡框的木材質料變形度低，有足夠的硬度支撐整個框架免受拗曲變形的困擾，但越優質的木材則越重，令佩戴者難以長時間享用，因此這類眼鏡主要作為觀賞及收藏之用。不過森匠亦有考慮需長時間配戴眼鏡人士需求，挑選樟木、楓木等較輕身的木材製作鏡框，在流線感極強的外形下，無論鼻托或鏡腳均屬舒適之選，不會在鼻樑上造成壓印，給用戶以實用而具品味的選擇。此外，有見於時下的鏡框大多以西方人士臉型為參照，應用於東方人則難以合適，



因此不斷進行嘗試及修改，進而設計出最適合亞洲人臉型的鏡框。

積極籌備 打入消費市場

雖然森匠開展業務的時間不長，但已逐漸踏上軌道，現時有一般鏡框及太陽鏡鏡框等供客戶選擇，並積極籌備於2015年真正打入消費者市場；就目前來說，除了逐步優化鏡框外，亦不斷設計更多鏡框作為準備，並考慮售後服務範疇；同時在市場多加宣傳，強化高端貴價系列工藝品的概念，吸引更多品味之士成為粉絲。



From Left: Made from rare wood, the glasses are perfect collectibles unique of their kinds; Person-in-charge Mr. Wu.

由左起：高端鏡框由珍貴木材打造而成，極具收藏價值；負責人胡先生。

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