



Good Looking

We bring facial fashion into focus by visiting a craftsman who creates eyewear through a process that just may be the exact opposite of glasses in an hour. BY MICHAEL ANTHONY ALONSO

Nader Zadi's exacting process ensures exquisite results.



CUSTOM EYES

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BESPOKE EYEWEAR CREATOR Nader Zadi not only creates eyewear that is completely customized to fit your style and your face; he also offers a unique experience along the way. Zadi starts with vintage components from the early 1900s that have never been used, but he is not shy about redesigning or reshaping them to get just the right look. A licensed optician, Zadi also designs the lenses himself before mounting them on frames, primarily made from white gold, yellow gold or rare rose gold. For those who prefer a rimless look, Zadi also stocks stylish, old-school bridges, which he alters to inject a bit of eye-catching contemporary style.

However, if you are interested in purchasing one of the pairs you spot on rareframes.com, do not expect one-click shopping. The process that ends with you sporting a beautiful new piece of custom eyewear begins with Zadi asking you for a photograph. "I want to fit you: your personality and lifestyle," he explains. Next, he takes your facial measurements to ensure a comfortable, precise fit. Then Zadi makes

the glasses by hand, eschewing the use of computerized manufacturing.

When I visited Zadi, he was working on a pair of 1920s-style full frames (they have a rim all the way around the lens). He also showed me examples of how these frames would eventually look after he etches intricate filigree into them.

Zadi also showed me his take on reading glasses: his "half eyes" lens. To create them, he removes the top of the lens, leaving a half-moon shape that allows its wearer to easily switch back and forth from reading to interacting with people. As I toured his workspace, Zadi even pointed out an array of sunglasses, in a wide variety of tints and shapes, which he was working on.

Though all of the frames are styled to be fashion forward, Zadi also accentuates many pairs with classic add-ons such as mother-of-pearl nose pads or pearl temple pieces in order to finish them off with an air of timeless luxury. There is also luxury evident in the fact that he operates by appointment only. This allows him to give each client a personalized consultation and to make sure that the finished products, which cost between \$850 and \$2,000, truly live up to the boutique's name. ■