

Knows Eyewear

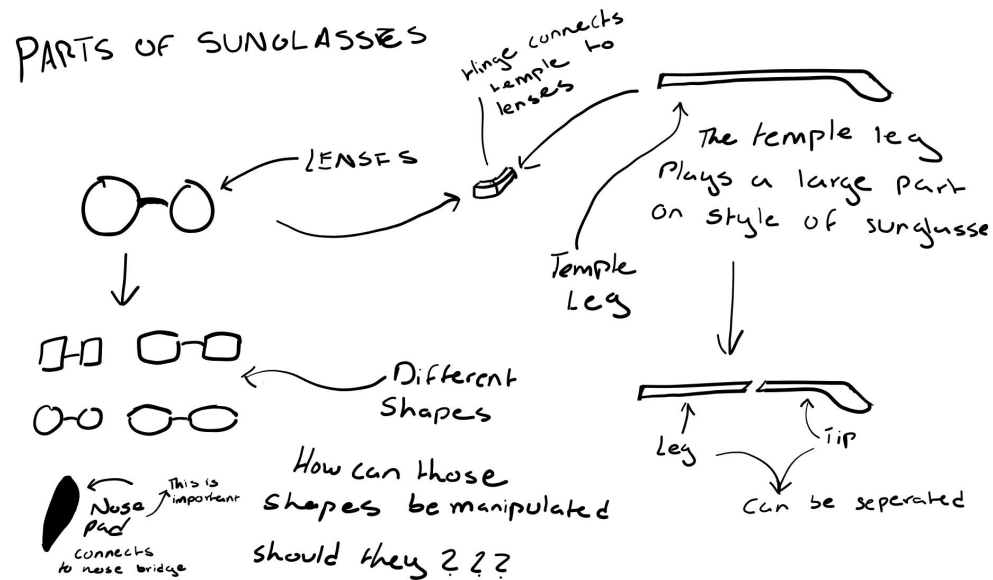


Project Brief

The goal of this project was to revise the design of sunglasses made by knows eyewear. They wanted to renew their aesthetic language while maintaining the functionality of their proprietary design.

Research

Background Research



Before starting the designing stage I created an idea map that explored the different parts of sunglasses. I tried to understand how the different parts of sunglasses could be manipulated to create a unique design aesthetic.

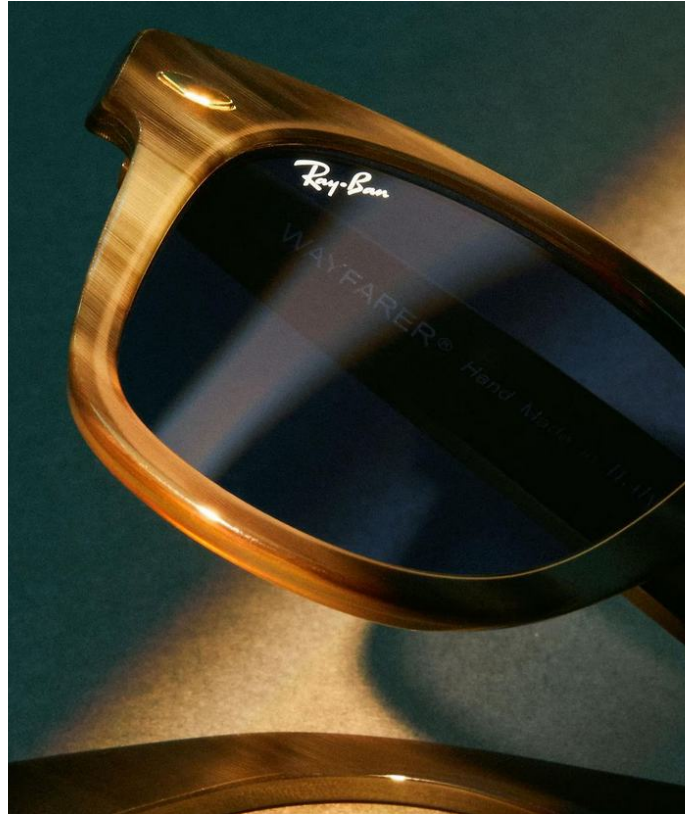
Research

Background Research



Along with the idea map, I studied the current Knows Eyewear design to understand areas of focus.

Research



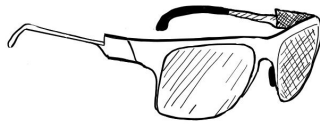
References

To guide the creative vision for the project a mood board was created that highlights not only the form of the glasses but also aesthetics and materials.

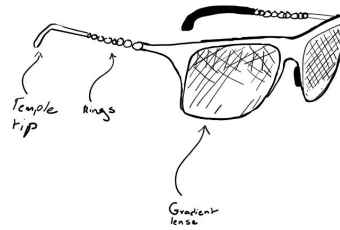
Design

Sketching

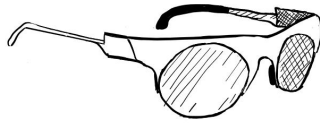
Aesthetic Concept 1



A visual sketch depicting what the Aesthetic qualities of the double layered frame



Aesthetic Concept 2



Round Frame



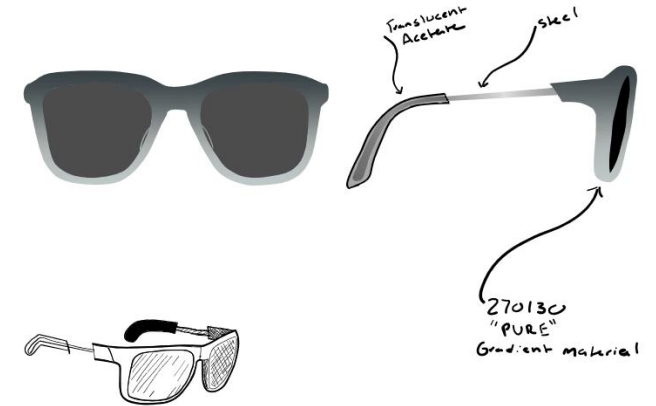
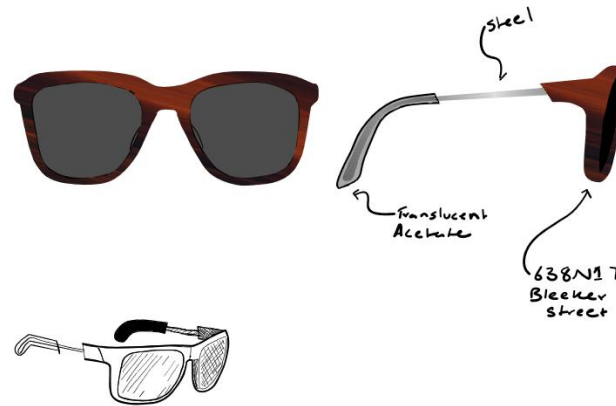
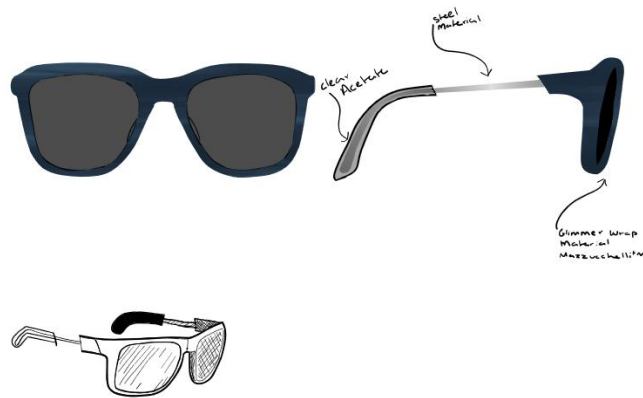
A visual sketch depicting what the Aesthetic qualities of the double layered frame



My design concept went through various iterations before landing on the final idea that would be translated into 3D models for both manufacturing and commercial renders.

Design

Sketching



The above sketches are the final concept that would be initially presented to Knows Eyewear.

Design



Rendering

After some modifications to the proposed design, 3D renders were created to better understand material and color choices.

Outcome

Validation



At the end of the design period Knows Eyewear chose not to move forward with the design changes to continue focus on refining their proprietary innovation. Image above generated using Krea AI
