

DITA Lancier

Advanced Lens Technology
for Land, Sea, and Air.



FUNCTIONAL FRAMES

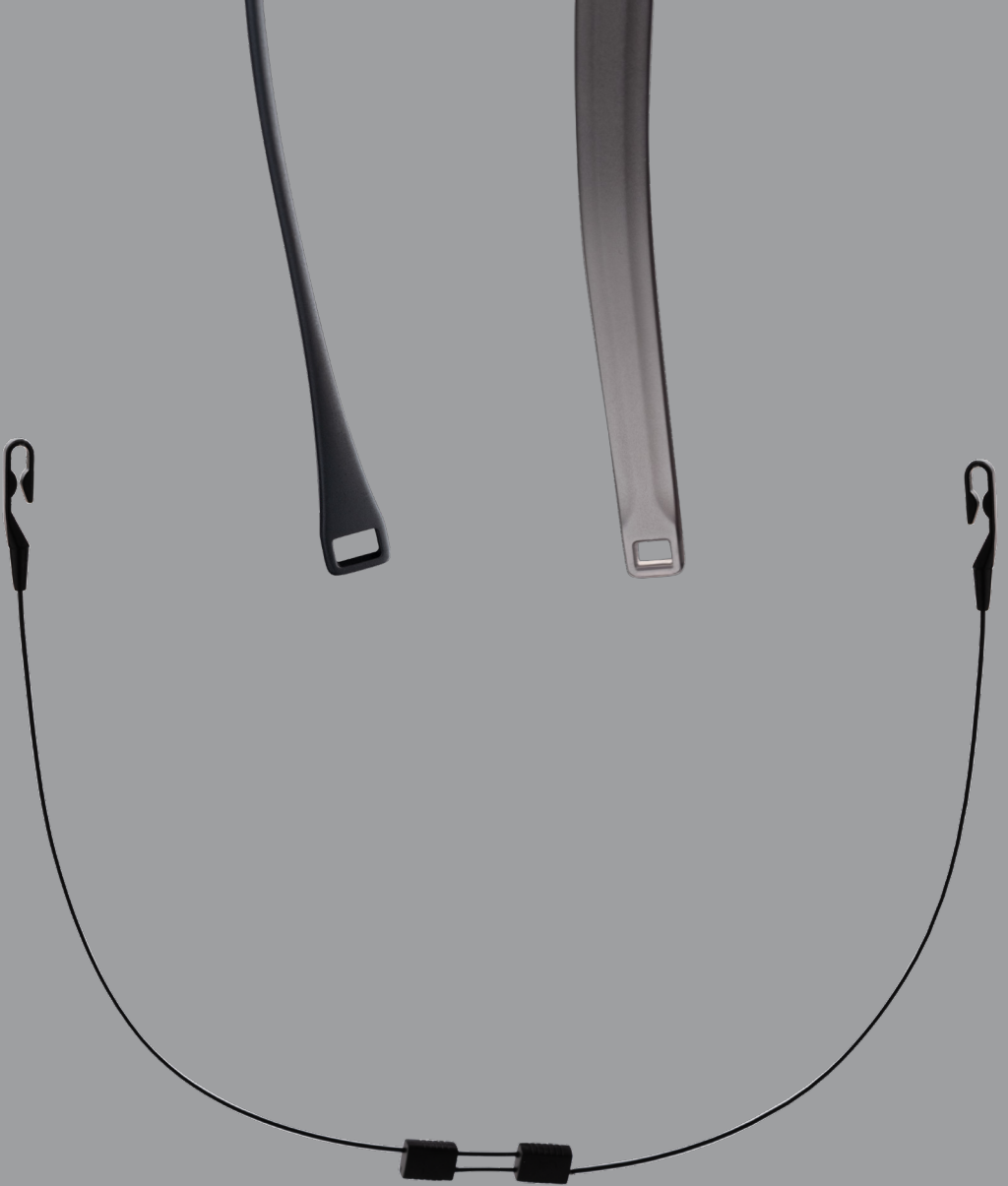


PROPRIETARY
FEATURES



Screwless Hinge System

Our screwless hinge system serves as a service-free hinge that is pinned providing a longer product life than other notched or screw systems. Designed with a custom anti-walk hinge pin with open/close assisted detent feature that holds temples open or closed ensuring additional support during activities.



Enhanced Temple Tip

All temple tips feature a square hole detail that is designed to allow interface with our proprietary DITA-Lancier Retention Cord, adding an additional layer of security for performance.

Retention Cord - Coming Soon



Anti-Slip

Most of our frames also feature an adjustable soft-touch anti-slip temple tip enhancing comfort and stability.



Anti-Slip Nose Pads

All frames come equipped with adjustable textured anti-slip injected nose pads designed for all day comfort.



ERGONOMICALLY DESIGNED

TR90 is injection molded material that holds its form during activities, returning to shape when flexed. Featuring sculpted flex fitting temples specifically designed with curvature to hug the head, removing pressure from the ears. Designed to enhance comfort our frames provide almost 300 degrees of support.



RX RANGE ENHANCEMENT

Our titanium optical frames maintain a light, thin look while at the same time offering enhanced eye-rim depth to accommodate higher prescriptions.

TR90

High quality ultra lightweight nylon based material that is designed to be lighter than acetate for all day activities. Optimized for comfort, our TR90 frames include sculpted racing lines to further reduce weight.



OPTICAL COLLECTION

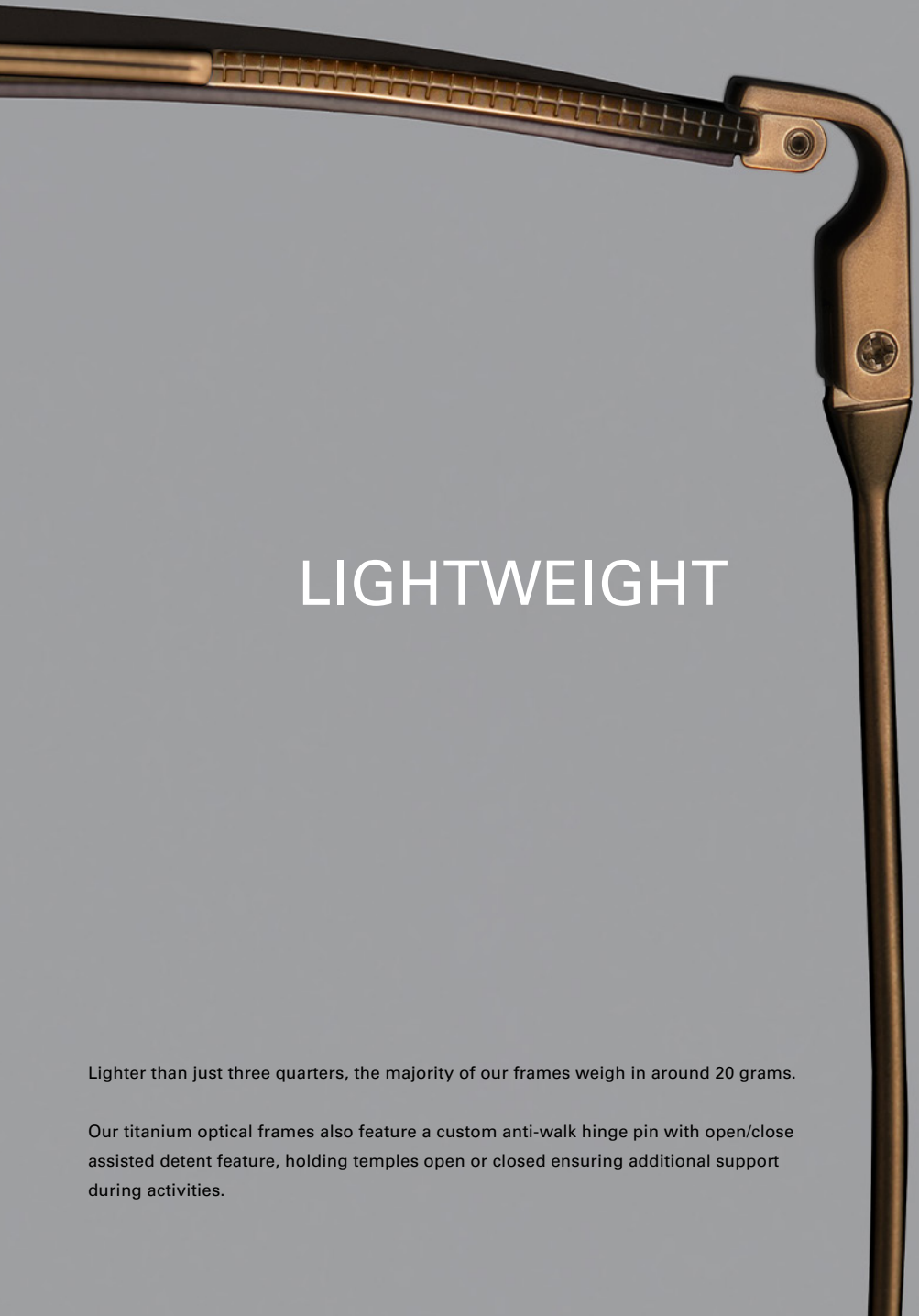


The Dita-Lancier optical collection is made of Ultralight Titanium that was designed to be thinner, making it exceptionally comfortable for all day wear.



The Ultralight Titanium is much lighter than competitive use of stainless steel while maintaining its durability. Our titanium is completely nickel-free and hypo-allergenic.

Our color plating is applied through a high-quality Japanese electrodeposition technique. This technique utilized an electrical current to finish the titanium which is also completely nickel-free and highly resistant to abrasion, corrosion, and fading.



LIGHTWEIGHT

Lighter than just three quarters, the majority of our frames weigh in around 20 grams.

Our titanium optical frames also feature a custom anti-walk hinge pin with open/close assisted detent feature, holding temples open or closed ensuring additional support during activities.



DITA-Lancier uses expertly cured Japanese acetates that offer added durability, allowing the frame to endure more extreme temperature and retain shape.

Our optical collection showcases a distinctive super-thin profile that optimizes both comfort and functionality, offering consumers a diverse range of shapes and styles.

DITA Lancier

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DITA Flagship Stores

Daikanyama, Tokyo.

Melrose, CA.

Newport Beach, CA.

Soho, NYC.

Aoyama, Tokyo.

Madison, NYC.

Sydney, Australia.

San Francisco, CA.

Rodeo Drive, CA.

London, UK.

Paris, France.