

LUNETIER LUDOVIC

FINEST BESPOKE HANDCRAFTED EYEWEAR



The View
BRUXELLES



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About

Lunetier Ludovic

Lunetier Ludovic offers luxury handcrafted bespoke eyewear made in Brussels.

Lunetier Ludovic features some of the most exclusive brands in his store, but Ludovic is first and foremost an eyewear crafter, that's his passion. He offers the finest quality through personalisation. The frames crafted at Lunetier Ludovic are truly luxurious works of art.

3



History

2015-Recent



In October 2015 Ludovic opened his store alone, but the business plan quickly went out of the window. Lunetier Ludovic expected to grow by selling ready-made glasses but 120 bespoke pairs have been crafted in the first year.

In 2016, Ludovic hired his first craftman and developed the bespoke process. In 2020, the whole team created the Jazz Collection.

Nowadays, Lunetier Ludovic is established all over the world and the team is getting bigger each year.

Core Values



Know-how and innovation

The company places its experience and expertise at the service of the client, answering their wildest desires and crafting them into a perfect fit for their specific facial structure. Lunetier Ludovic translates the abstract ideas of the client into a beautiful piece of eyewear. Some details in the design may even be invisible, but the wearer will feel them, making every pair unique.

Ludovic never says no to a client and that allows him to constantly push his creative limits to excellence. His team of passionate craftsmen take on every challenge and are highly innovative in terms of design and creation techniques.

Highly creative and passionate about innovation, Lunetier Ludovic are continually experimenting with new materials and techniques. By striving for perfection and the absolute happiness of their clients, Lunetier Ludovic keep on raising the standards of his craft for the years to come.





Why choose Lunetier Ludovic

Ludovic's bespoke process

The experience in Ludovic's eyewear store is unique. Each client receives expert advice on the choice of their future frame. For the bespoke process, each project starts from scratch.

Lunetier Ludovic's creations are designed to perfectly match the style and demands of each individual. A precise series of measurements and photographs are taken. Materials, shapes, colours, wishes are discussed in detail.

750

Successful Bespoke Eyewear

Jazz Collection

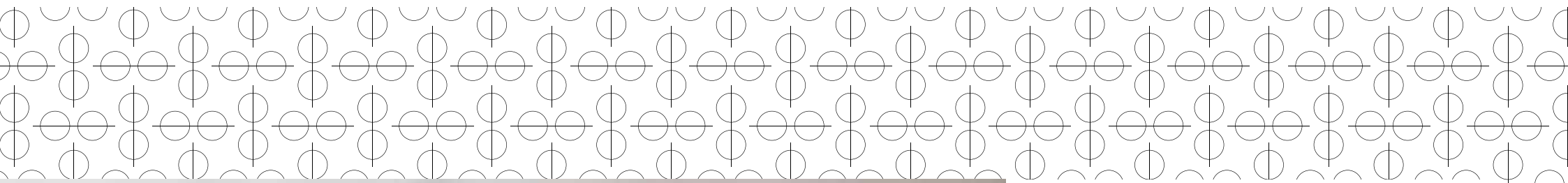
Next to this bespoke experience, the Jazz collection is an exclusive hand-made eyewear for those looking for excellence in style. Crafted in Brussels with the same passion and dedication as for the bespoke models, this collection is ready to be flown over seas.

Brands designer

Ludovic Elens loves glasses and travels the world to meet, discuss and learn from master eyewear designers and makers. Ludovic loves to understand the approach of his fellow colleagues craftsmanship and exclusively showcases amazing eyewear brands in his store.

Three excellent services
for high guests





Worldwide

People from all over the world visit the marvellous boutique located in the Sablon district to find their own one of bespoke glasses or to discover the selection of international designer brands.

With a great eye for design, meticulous craftsmanship and strive for perfection attitude, Lunetier Ludovic is fastly conquering its well-deserved place in the world of Belgian luxury brands.

Today, Ludovic is considering trunk shows, they have already worked with clients abroad, meeting up through video calls.



The Best Team

The social capital is more important than the financial one.
Ludovic is well surrounded

Ludovic Elens

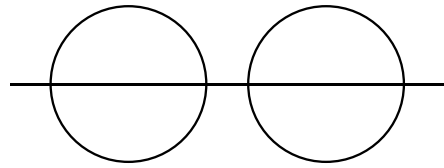
Founder and manager. Optician and eyewear craftsman. Guarantor of the level of excellence. From day one, Ludovic has wanted to offer his clientele unique, perfectly fitted frames that express his clients' personality. Not able to find that level of quality nor personalisation, Ludovic and his wife Vinciane Elens decided to aim for the stars: they launched their own brand Lunetier Ludovic with the sole ambition of offering the perfect pair of glasses to each and every client.

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Ludovic Specialist

Ludovic Elens spent the first 10 years of his career working with and for Belgian and international upscale eyewear brands. He sharpened his skills at the Eyeglass Craftsmanship School in Morez directed by the 'Meilleurs Ouvriers de France'.



LUNETIER LUDOVIC



+3

passionate and involved people

Dorian - Optician and eyewear craftsman. Develops and creates custom frames.

Zoé - Sales manager. Optician and eyewear craftswoman. Develops and creates the Jazz Collection.

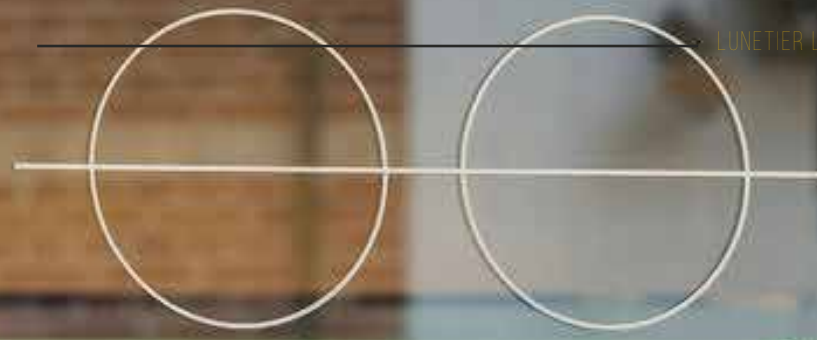
Vinciane - Co-Manager and Communication Officer. Develops and structures the potential of the brand: Lunetier Ludovic.

+1

apprentice

Ludovic shares his knowledge to one creative optician during a one year internship every year.





LUNETIER LUDOVIC



Bespoke Experience

Perfection demands time, a lot of it. As craftsmen, we should be proud of our achievements. All the Lunetier Ludovic frames are made by hand in the Brussels workshop which is part of the boutique. Only the finest materials are selected: horn, wood, gold, premium acetate, turtle shell, mother of pearl...



Balance

Lunetier Ludovic takes the time to understand the personality of the customer and adapt the design of the frame to his morphology. It is a subtle balance to find. Between shape, color and material mixed in with the desires of the customer.



Creativity

Imagine it all with creativity

01

Measurements

A precise series of measurements and photographs are taken to create the first prototypes.

02

Meeting in the private lounge

Material, shape, colour, finishing touche are discussed in detail. The customer can choose from a selection of frames designed specifically for him. Cardboard prototypes are then projected on the customer's face.

03

Fitting

In the workshop, the eyewear craftsmen fixes the glasses to fit your facial structure perfectly. An eye examination is carried out and different types of corrective or sunglasses are offered.



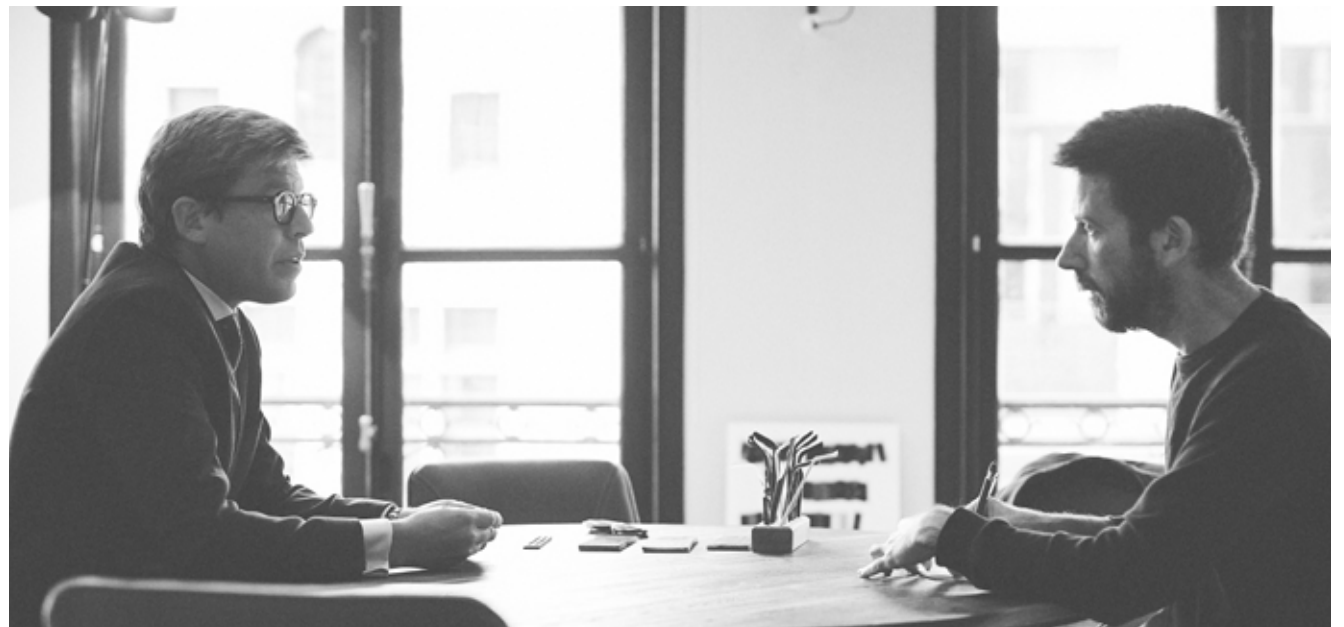
We have several client profiles. There is the architect who knows exactly what he wants with specific requirements. We have the person who is fascinated by the craftsmanship and longevity of a well thought out object. There's the extrovert who wants an unusual design. Or the customer who has no choice but to go for the custom-made because he has different physical characteristics and the frames he finds on the market do not fit him.

28% 

of our client are unable to wear regular frame from a designer or manufacturer due to an abnormal facial issue.

Personalization

As a final touch, Lunetier Ludovic discretely engraves the bespoke glasses with the customer's name or message on the inside of the temple arm for a truly unique and personalised result.



Final design to life

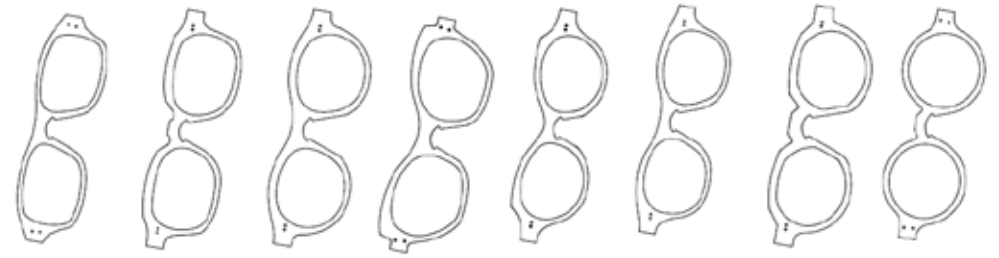
Lunetier Ludovic's team of skilled in-house craftsmen then bring the final design to life with all materials and details chosen by the client..

Master craftsmen and women spend multiple days creating, assembling, honing and polishing each bespoke frame to ensure the best possible result and ultimate finishing.





Jazz Collection



The Jazz Collection
Made to order



Ludovic and his team created this 100% made in Belgium sunglasses collection, only using high quality materials like buffalo Horn and premium acetate. Exclusive handmade eyewear for those looking for excellence in style. Customised to your features, these eight soon to be iconic glasses offer a touch of uniqueness to your groove.

Crafted in Brussels with the same passion and dedication as for the bespoke models, this magnificent eyewear is ready to be flown over seas.

- 8 models
- Women en men models
- Sun lenses but can be optic too
- 3 different sizes
- 3 acetate color variations
- 3 variations of horn color

As a Jazzman
creating
his sound;
compose your
style

Improvise and find
that magical note :

Compose your ...

Frame
Size
Material
Color
Lenses

Legend of Jazz

Each model is engraved with the name of a legend from the world of Jazz. Artists that have stood the test of time, chosen to represent this collection and the timeless shapes created by Lunetier Ludovic.





Main Brands

Just like a regular optician, Lunetier Ludovic also offers a truly exclusive collection of designer brands from Japan, Belgium, Holland and USA.

EYEVAN 7285

EYEVAN product is known for its timeless design. If we look into the hand-written drawings or archives of EYEVAN, we can see Japan's genuine craftsmanship, creativity and enthusiasm of the design teams from those days.



THEO EYEWEAR

Theo is a distinctive brand of glasses. It has always put forward two elements in its collections: the technical complexity of the frame, and the colors!



KOMOREBI EYEWEAR

The brand creates pieces with strong, simple and modest detailing. But, the poetic definition of the concept Komorebi is "sunlight filtered by leaves". It adds playfulness in the themes of their product lines and the names of the models.



VUE D'OR

Vue d'Or designs and makes high-quality gold glasses from solid 18-carat gold. The golden spectacle frames are made entirely by hand and in a artisanal way.



RANDOLPH

Randolph is an independent American brand created by two people: a former Royal Air Force pilot and a former technician. Randolph eyewear combines a classic design with extremely robust materials.



MASAHIRO MARUYAMA

Masahiro 's designs have a subtle asymmetry, as well as a slightly irregular and sketchy outline. He is the only designer in the world to produce frames of this type, and they are truly amazing.







Renowned Optician

Ludovic is an eyewear craftsman but also a renowned optician.

The team advises you on how to choose the right frame for your morphology and personality, but also takes care of the eye exam in the store. Lunetier Ludovic cuts and mounts the lenses. They make sure to look for the best possible visual comfort with you by working with quality glassmakers like Zeiss and Hoya.

25

**A****HOYA**

Has been a partner to eye care professionals for over 75 years. As they spend years honing their craft through education, they gradually develop and refine their expertise.

HOYA**B****ZEISS**

As the world's leading manufacturer of precision optics he combines technical expertise and innovative ideas into exceptional visual experiences.

ZEISS

Lunetier Ludovic has been rewarded and is part of several Excellence Committees.



ateliersgabriel

PERMANENT STYLE
THE WORLD LEADER ON BESPOKE, CRAFT AND LUXURY.

PROUD MEMBER OF





Speak about Lunetier Ludovic

Press reviews and feedback from customers are very positive

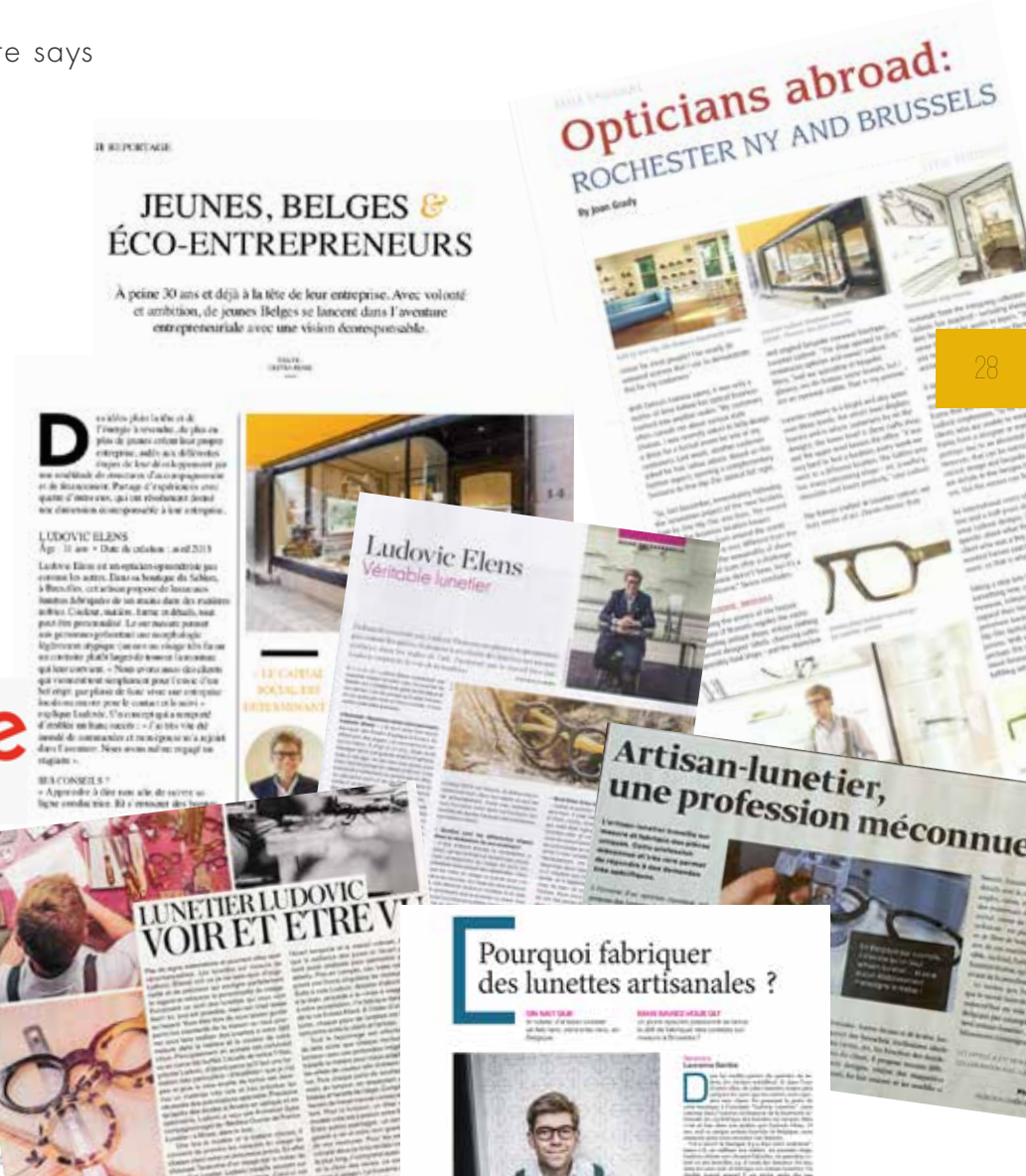
Ludovic's bespoke process sounds more involved than any I have tried elsewhere says Simon Crompton, an authority on classic and luxury menswear worldwide.

M Magnus Sätterberg
1 avis

Lunetier Ludovic is a remarkable place, truly one of a kind. Their skill, professionalism and customer service are just perfect. It was a joy to work together with Ludovic in designing my frame. A pair of bespoke glasses is really worth the investment

T Theresa Tomasetti
2 avis

Wonderful experience - excellent service. Really happy with the result. I am very short-sighted but do not need spectacles to either read, sew, do anything close, so I take them off and put them down wherever I happen to be, then end up spending ages looking for them, especially in the morning. I decided I needed a colour I could see without spectacles on any background, and after testing various colours finally found this green. Ludovic then took all the necessary measurements and then offered me about a dozen shapes. We narrowed it down to six which he then had made in cardboard for me to try. Once the final selection was made, he produced the most beautiful pair of spectacles I have ever seen and I've never lost them. Perfectly proportioned for my face. A lot of work went into them, a lot of time, excellent products - very fairly priced. I will definitely go back again.



Worldwide Trunkshow

The Style and Elegance
of Lunetier Ludovic
ready to travel around the world.



For these events, Mr. Ludovic Elens will bring with him a selection of exclusive eyewear for elegance, quality and fitting. The trunk show events will take place in an elegant store or extraordinary locations.

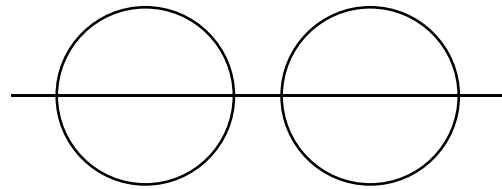
Houses who trust in us :





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L U N E T I E R
L U D O V I C

Ernest Allard 14
1000 Brussels - Belgium
0032 (0)2 540 21 01



Whatsapp Ludovic - 0032 499 30 75 46
info@lunetierludovic.be
www.lunetierludovic.be