



NUNETTES SUNNIES

POP ART, WRITTEN RIGHT
ACROSS THE FACE

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'KARL WHO?' 'Yes We Cannes', and 'GaGa' are just a few of the pop-lingos written across the lenses of the French sunglass label Nunettes. Kevin Reguera is founder and director (the genius) of this fashionable, fun-and-funky sunglass company – tongue firmly in cheek.

Ontop of their off-the-shelf 29 euro staples, Nunettes design exclusive one-of-a-kind sunglasses (from their Montmartre studios, Paris) with prices up to 5,000 euros, custom designed with whatever you want to say. How better to express your individual style? Nunettes are sold in clubs, on-line and in small boutiques in Paris, London, Barcelona

and Amsterdam, and are soon to hit the US.

Reguera, a renowned club promoter, first showcased his custom-designed sunglasses at his illustrious parties. Djs were the first to take notice, wanting to wear these bold statement shades. This led to famous clubs such as Opium in Barcelona and Pacha and Matinée Group in Ibiza selling them to their illustrious clientele. Before long came the Nunettes explosion, with celebrities flocking, keen to coin their own promotional phrases. 50 cent was the first to wear a pair of Nunettes with the phrase "I heart 50 cent." Nunettes have since been seen on celebrities such as Puff Daddy, Karl Lagerfeld and, yes Lady Gaga who purchased her first pair last autumn, while shopping in Marais, Paris. She loved them so much she had a pair custom-designed for this year's summer tour using dentelle, a much sought-after lace from the north of France. She took a picture of herself wearing them and wacked them on t-shirt. Adoring fans couldn't get enough and Twitter was set ablaze. Quick off the block Kevin worked with Live Nation (Gaga's people) to develop the brand GAGA sunglasses. At 5K a pop, these are Sunglass Couture gone GaGa. All very ab-fab 'sweetie'. Most recent collaborations include Diesel, Sponge Bob and Lacoste. Feed your inner-Eddie by splashing out on a pair this autumn. 