

# Rodenstock releases additions to 2023 sunglasses collection



The new sunglasses feature Lambda Lens Technology

Eyewear company [Rodenstock](#) has unveiled the newest additions to its sunglasses collection.

"Created under the leitmotif 'Balance,' the new additions to the Rodenstock Sun Retro Classic and Essentials ranges feature Lambda Lens Technology, alongside Rodenstock's traditional know-how, resulting in masterpieces of precision that make the favorite accessory of the summer more than just an it-piece," explains a press release.

"The new sunglasses of the Retro Classic concept for him and her (R3342 in black, olive or havana and R3343 in havana, black or rose) represent perfect minimalism in its purest form. The subtle frames are made from stainless steel and bio-acetate, and combine modern, expressive shapes with the purist, iconic Retro Classic temples, making them genuine style icons of our time. Color-coordinated sun lenses with Lambda Lens Technology round off the design.

"The Essentials segment can also look forward to another newcomer in the form of the R1445 in light gold and dark gun. The masculine model has a very distinctive look thanks to its angular shape and is complemented by the minimalist design of the stainless-steel frame.

"By reducing blue light components more than conventional sunglass lenses, the high-precision sunglass lenses with Lambda Lens Technology offer more contrast and thus sharper vision for

wearers. In strong sunshine and bright light, glare is also reduced by the technology attenuating reflected light to minimize eye strain. The eyes are also protected from harmful UV rays. Lambda Lens Technology improves depth perception, detail, and visual acuity by optimising both contrast and colour perception. Wearers benefit from a significantly improved visual experience in all everyday situations - whether strolling through the city or taking an excursion into nature."