

# MOSCOT

## LOOKBOOK 2021

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Take a closer look at MOSCOT's  
106 years of eyewear expertise  
and unparalleled craftsmanship.







4th & 5th Generation, Harvey & Zack Moscot



94 Rivington, Lower East Side, NY | First Retail Shop, Circa 1915



5th Generation Zack Moscot

## THE PAST + FUTURE

New York City. Lower East Side. Family Business. Our story begins in New York City. For 5 Generations, our family has sold eyeglasses to the vibrant, creative, resilient New Yorkers who inhabit the city. We've framed New York City (literally!) for over a century, retaining the same values and craftsmanship of a neighborhood optical shop.





## WHAT'S IN A FRAME?

All MOSCOT eyewear is handmade using the highest quality materials, real hardware, and hinges that are riveted through the temple and frame fronts to ensure the sturdiest construction possible.

With over 100 years of eyewear expertise, we quality control each frame and fabricate our lenses in our own labs in NYC.



ITALIAN ACETATE



REAL RIVETS



REAL HINGES





LEMTOSH LEGACY

ROUND-ISH.  
SQUARE-ISH.  
FITS ALL FACES.



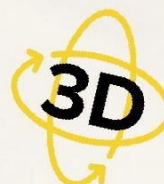
THE ORIGINAL

LEMTOSH  
Tortoise

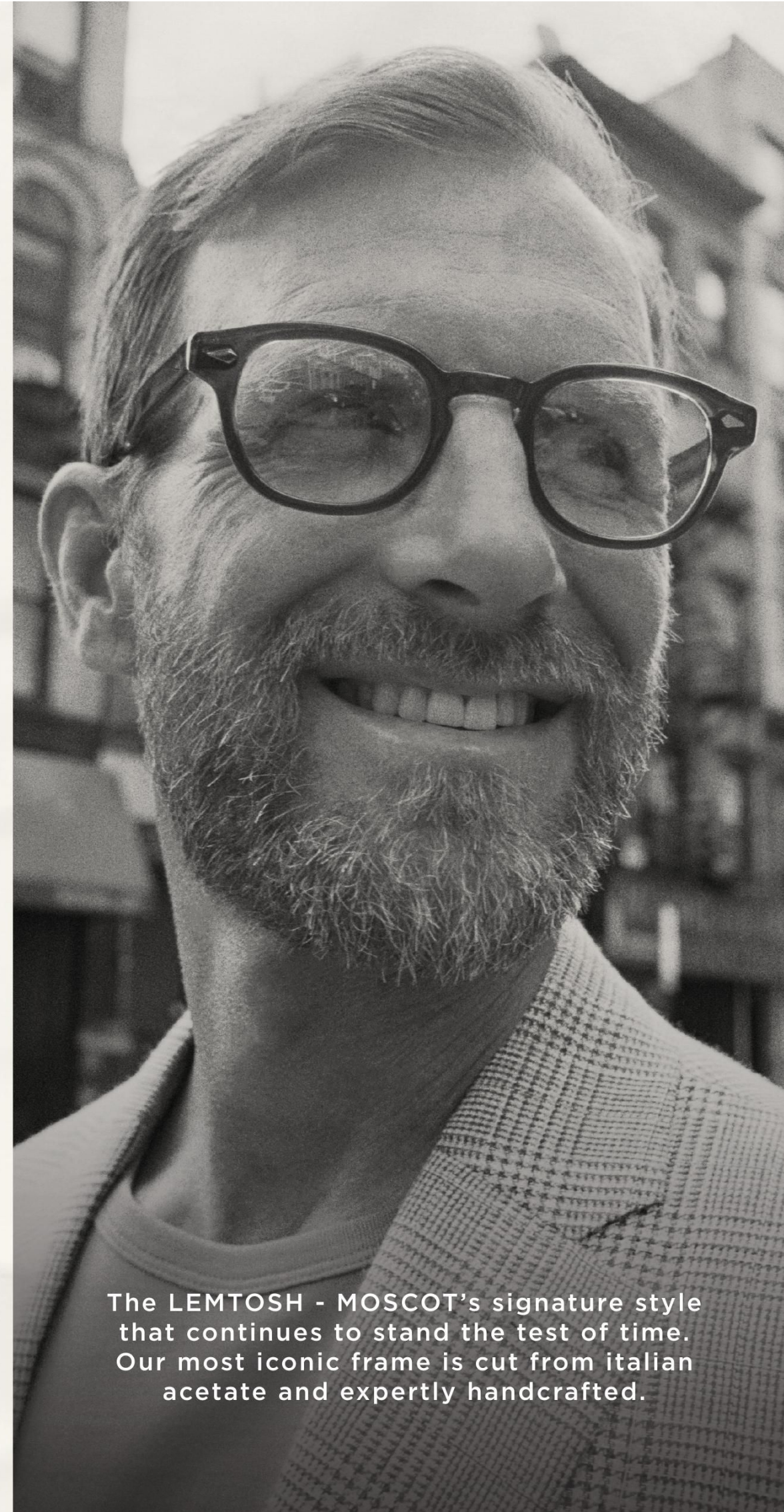
AVAILABLE IN 20+ COLORS!



TRY IT ON VIRTUALLY



Model is wearing The LEMTOSH in Umber-Crystal



The LEMTOSH - MOSCOT's signature style that continues to stand the test of time. Our most iconic frame is cut from Italian acetate and expertly handcrafted.



LEMTOSH LEGACY

STAINLESS STEEL + ACETATE



**LEMTOSH-MAC**  
Matte Black/Matte Gold



TOUCH OF TITANIUM



**LEMTOSH-TT**  
Spot Tortoise/Gold



THE LEGACY LIVES ON

A timeless twist on the classic LEMTOSH.  
Built to last and elevated with new  
materials such as steel & titanium.

Model is wearing The LEMTOSH-MAC SUN in Matte Black/Matte Gold





## THE DESIGNER'S GO-TO FRAMES



**KEPPE SUN**  
Black



**BILLIK**  
Sage

PERFECTLY ROUND



**ZOLMAN SUN**  
Flesh



**MOMZA**  
Matte Black

A BOLD CLASSIC




Zack Moscot, 5th Generation, Chief Design Officer

Maybe I'm a little biased, but I'm a firm believer that you need more than one pair of glasses! Make a bold statement with a **chunky acetate classic**, or accent your style with a **sleek metal silhouette**. Personally, I like to go big on the weekend with The KEPPE SUN in Black, but I prefer a more tailored look in the office with The BILLIK in Sage.





A woman with reddish-brown hair and bangs is the central figure. She is wearing large, dark-tinted sunglasses with a metallic frame. Her outfit consists of a shiny, beige raincoat with a high collar and silver-toned buttons, worn over a light grey t-shirt. She is also wearing white socks and white sneakers with white laces. She is standing in a city street at night. In the background, there are blurred city lights, a construction site with orange and white striped barrels, and a building with a blue-tinted facade. The overall mood is urban and sophisticated.

The Spring-Summer 2021 campaign and collection feature 6 new frame styles inspired by the spirit of connection, the strength of New York City and the resilience of those who call the city home.



WHAT'S NEW

THICK BLOCK ACETATE



YONTIF  
Classic Havana



NEW HUE!



VANTZ SUN  
Brown Bamboo



PUPIK  
Sage



Model is wearing The YONTIF in Classic Havana





WHAT'S NEW

PURE TITANIUM



**GONIF**  
Gold



OLD-SCHOOL ROCK + ROLL



**HITSIK SUN**  
Black



**TAMAVAT**  
Tortoise/Crystal

Model is wearing The GONIF in Gold





# GENERATIONS OF OPTICAL EXPERTISE

NEW CORE STYLES THAT LAST BEYOND THE SEASON

NEW HUE!



NEW TONE!





## WHAT OUR FANS HAVE TO SAY

"This is my 6th pair of MOSCOT LEMTOSH. They are timeless. Flawless glasses. The best design. Sturdy. Superb craftsmanship. Incredible customer service. The look, feel, durability and comfort are second to none. Couldn't possibly say enough good things about these frames or this brand."

- Ronald J.

"My 2nd review to say that I am desperately trying to stop myself from ordering a 5th pair! Help!"

- Philip C.

"Super elegant frames, high quality build and the materials are exceptional. The whole goodies package was nice and the delivery time was incredible."

- Alexandru R.

"I think I found my signature look!"

- Toni S.

"I am super duper happy with my LEMTOSH spectacles. They are hands down the most comfortable glasses I've owned. I will be back to add to the collection for sure."

- Shane S.





## HARVEY'S PERSONAL PICKS



**FRANKIE**  
Classic Havana

### VINTAGE SPORT TEMPLES



**NACHUS**  
Tortoise/Antique Gold

### SWEET COLOR COMBO



**NEBB**  
Caramel



**GELT SUN**  
Honey Blonde



Dr. Harvey Moscot, 4th Generation, CEO

Believe it or not, I easily wear 4 different pairs of glasses on any given day. For my morning workout, I opt for cable temples that wrap behind my ear and stay securely in place - perfect for aerobic activities! Once I'm ready to start the work day, I switch to my computer glasses that help to filter blue light and eliminate glare as I answer emails. When I step away from my computer to greet a customer in one of our MOSCOT Shops, I'll switch over to a pair of progressive eyeglasses. Lastly, on a sunny day in NYC, I'll either add a sunglass CLIP-ON, or opt for a CLASSICONIC™ sunglass like The GELT that's right on the money!







Screen time in constant overdrive? MOSCOT's Digital Relief computer lens has a unique dual benefit: Blue Light blocking filter for additional comfort and protection, as well as Dr. Moscot's prescribed power boost for an enhanced viewing experience! Stream on!

## MOSCOT DIGITAL RELIEF

BUILT IN BLUE LIGHT FILTER



**GENUG**  
Spot Tortoise/Gold

OR JUST CLIP IT ON!



**ZEV**  
Tortoise/Gold



**DR ZEV CLIP**  
Gold





## OUR CLASSIC TORTOISE TONES

FRECKLED ORIGINAL



BOLD NEUTRAL

FLECKS OF WARM LIGHT



VINTAGE PATTERN



NOT TOO DARK, NOT TOO LIGHT



DISTINCT GOLDEN WAVES

- 1  **GOLDA**  
Spot Tortoise
- 2  **TELENA SUN**  
Tortoise/Black
- 3  **ZOLMAN**  
Classic Havana
- 4  **MOMZA SUN**  
Heritage Tortoise
- 5  **DUDEL**  
Dark Blonde
- 6  **GRUNYA SUN**  
Antique Tortoise

Staying true to the heritage of handcrafted eyewear, MOSCOT has always been known for its iconic tortoise acetates! Often characterized by its fluid pattern and specks of contrasting color, tortoise tones feature unique details distinct to each frame in a rich, neutral tone that complements all complexions.





## ALL ABOUT FIT



STEP-DOWN NOSEPADS



METAL NOSEPADS

Size matters. We offer multiple sizes so that you can find the right frame for your face. In addition to sizes, we offer an extension of bridge offerings - from classic acetate nose pads to Low Bridge Fit metal nose pads - we've got you covered!

## HOW WE SEE FIT™:

1



EYES SHOULD BE WELL  
CENTERED IN THE FRAME

2



FRAMES SHOULDN'T INTERFERE  
WITH YOUR CHEEKS!

3



TEMPLES SHOULD BEND OVER  
YOUR EARS COMFORTABLY





CUSTOM MADE TINTS™

ADD SOME COLOR TO YOUR  
EYEWEAR WARDROBE!



Handmade and dip-dyed in our Orchard Street lab, MOSCOT Custom Made Tints have been around since the 1970s, with a variety of color options ranging from Mellow Yellow to Purple Nurple!







# KINDRED COLLECTION



3-PACK CHAMOIS



COLLECTOR CASE



T-SHIRT



IN-SHOP  
EXCLUSIVE  
HOODIE

## HERITAGE GLASS LENSES

Old School & Classic Mineral Lenses - the authentic glass material housed in our MOSCOT Original Sunglasses are the real deal. Our mineral glass lenses are scratch resistant and offer superior clarity.



G-15



CALIBAR GREEN



COSMITAN BROWN



MINERAL BLUE



MAGAZINE B

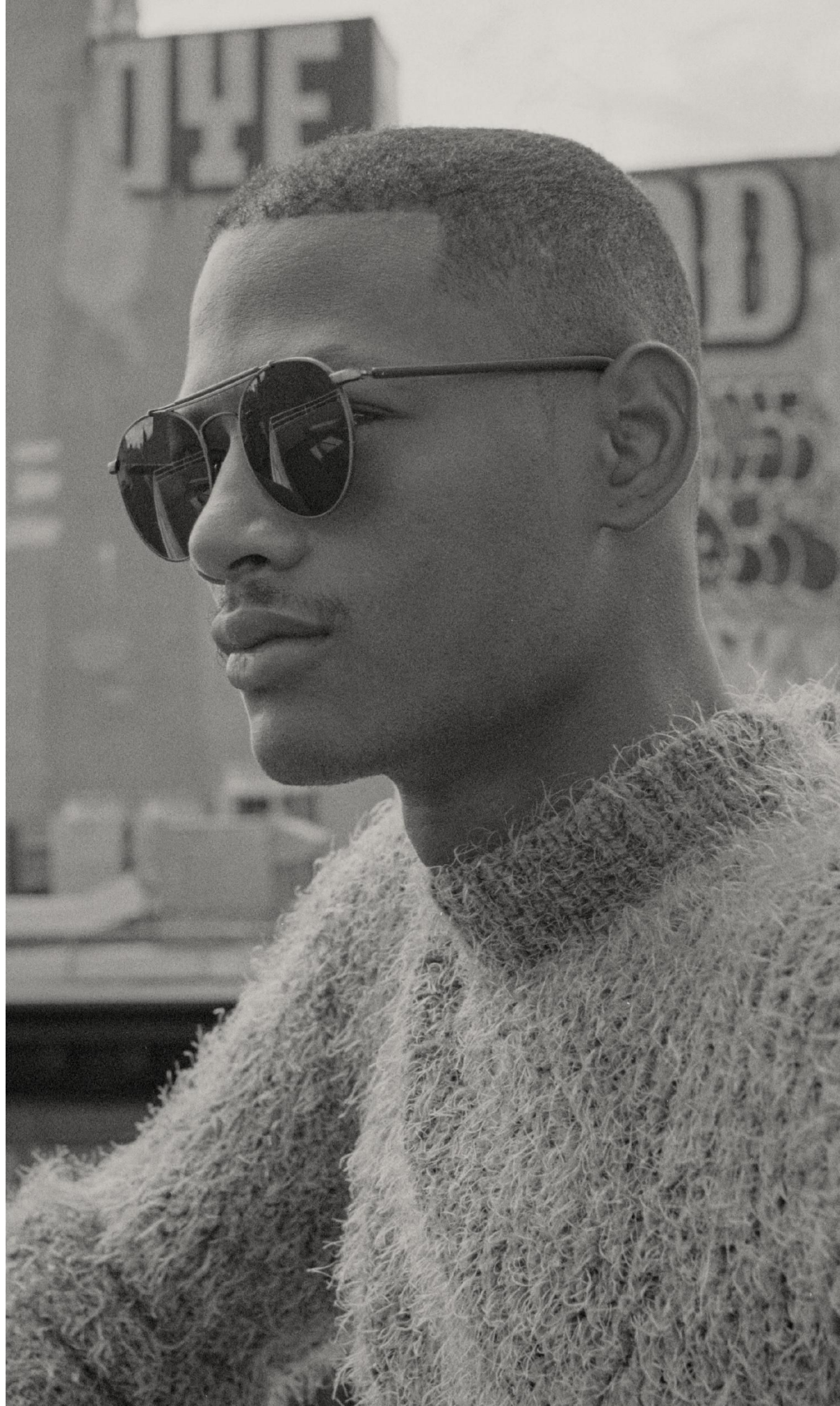




CLASSICÖNIC™







Model is wearing The LAZER SUN in Antique Gold/Matte Dark Brown

BUILT TO LAST

SPORT MEETS LUXURY



LAZER SUN

Antique Gold/Matte Dark Brown



MISH

Black

180-DEGREE CLIP-FLIP



DREY CLIP-FLIP

Gold





WE' RE OPEN!

USA

<b>LOWER EAST SIDE</b> 108 Orchard Street New York, NY 10002	<b>UNION SQUARE</b> 555 6th Ave New York, NY 10011
<b>BROOKLYN</b> 159 Court Street Brooklyn, NY 11201	<b>CHELSEA MARKET</b> 75 9th Ave New York, NY 10011
<b>UPPER WEST SIDE</b> 188 Columbus Ave New York, NY 10023	<b>LOS ANGELES</b> 7977 Melrose Ave Los Angeles, CA 90046

UK

<b>BEAK STREET</b> 37 Beak Street Carnaby, London W1F 9RZ, UK	<b>COVENT GARDEN</b> 34 Long Acre Covent Garden, London WC2E 9LA, UK
<b>KING'S ROAD</b> 74 King's Road Chelsea, London SW3 4TZ, UK	

ITALY

<b>ROME</b> Via Cola di Rienzo 267 00192 Roma, Italy	<b>MILAN</b> Via Ponte Vetro 22 20121 Milano, Italy
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FRANCE

<b>PARIS</b> 26 Rue du Temple 75004 Paris, France
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NETHERLANDS

<b>AMSTERDAM</b> Berenstraat 40 1016 GH Amsterdam, Netherlands
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JAPAN

<b>TOKYO</b> 102 Dai-2 Kuyo Bldg. 5-10-2 Minami-Aoyama Minato-Ku, Tokyo 107-0062, Japan	<b>YOKOHAMA</b> 7F NEWoMan YOKOHAMA 1-1-1 Minamisaikai Nishi-ku Yokohama-shi Kanagawa 220-0005, Japan
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KOREA

<b>SEOUL</b> 19 Seolleung-ro 153-gil Apgujeong-dong Gangnam-gu, Seoul, South Korea
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From our humble beginnings selling ready-made eyeglasses off a pushcart in the Lower East Side to 16 Shops around the world (and counting!) we will always remain a neighborhood optical shop at heart.

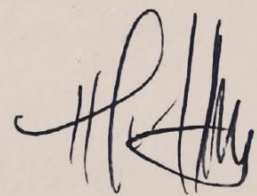


FIND A SHOP NEAR YOU!

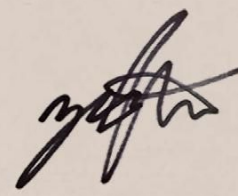




We love eyewear more than anything, and we're passionate about what we do. As a five generation, 100+ year-old, family-run business, we pour our blood, sweat, and tears, and our joy, and smiles, into each and every pair of MOSCOTs. That's why we're here. That's what we do. And that's what we hope to be doing for many more years to come.



Dr. Harvey Moscot  
CEO & 4th Generation



Zack Moscot  
Chief Design Officer & 5th Generation

