

dutil

For Immediate Release



Naked & Famous x Dutil Eyewear Collaboration Set to Drop March 22

Two Canadian fashion disruptors join forces on a limited-edition collection that takes its cues from denim

VANCOUVER, B.C.—Two innovators on the Canadian denim scene have teamed up for a limited-edition eyewear collaboration that’s set to drop March 22.

In their first collaboration, Vancouver-based Dutil and Montreal’s Naked & Famous have combined their passion for design and their near-obsessive attention to detail. The result is a selvedge-inspired sunglass influenced by the premium denim they both know inside and out.

Handcrafted by artisans in Sabae, Japan, the new **Naked & Famous x Dutil Eyewear** union features custom three-colour laminated acetate frames in dark indigo, layered over red-and-white. Shapes are concise, with a subtle vintage feel. Authentic metal rivets pay tribute to vintage denim, bearing the Dutil compass insignia—a symbol of the company’s dedication to time, movement, and direction in its nuanced eyewear designs. Customers can choose from three sleek styles, with only 25 frames created for each shape.

The connections between Dutil’s Eric Dickstein and Naked and Famous (N&F) ’s Brandon Svarc run deep. Both share a passion for Japanese craftsmanship, and both are innovators in the Canadian lifestyle landscape. In fact, the Dutil Denim boutique, in Vancouver’s historic Gastown, was one of N&F’s first accounts in the global market.

“Brandon’s passion is contagious and Naked & Famous has been our favourite brand at Dutil,” said Dickstein. “Our fans will appreciate the intricacies of the sunglasses.”

Dickstein opened his first Dutil Denim in Vancouver in 2006, launching subsequent locations in Toronto and Calgary. Returning to his roots in the eyewear industry, Eric launched Dutil Eyewear—a Japanese-crafted collection of elegant basics—in 2017.

Clearly, eyewear isn't unknown territory for the design maverick: more than a decade before, he had honed his creative instincts and optical smarts at Oliver Peoples in Los Angeles. The multitasker's mantra is "Distraction is my medicine," but he's meticulous about creating and curating eyewear that is as artful and technically advanced as you would expect from a perfect-fitting frame.

Svarc's Naked & Famous brings denim purity to the table, making its name by sourcing the best, groundbreaking fabric, woven with care on old shuttle looms in Japan, then shipped for cutting and sewing in Canada. The brand's irreverence flows from its name on down: Naked & Famous is a tongue-in-cheek jab at our celeb-obsessed culture.

"It's been nice to work with Eric Dickstein, with our shared philosophies of function and aesthetics, and we've created a beautiful sunglass that brings all that together," Svarc said.

The Naked & Famous x Dutil Eyewear Collaboration will be available online for pre-order on March 22 at dutildenim.com. The collaboration will also be available for pre-order at each of Dutil Denim's three locations: Calgary (1216b 9 Ave SE) on March 22, Vancouver (303 W. Cordova St.) on March 23, and Toronto (704 Queen St W) on March 30 from 1 - 5pm. Each limited-release pair comes enclosed in a laser-engraved case, with a custom cleaning cloth emblazoned with a technical drawing in Japanese. Consumer quantities are extremely limited so customers should come in to the store on the 23rd to order the frame they want.

High-res photos available [HERE](#). [dropbox or link here]

ABOUT DUTIL: Dutil is the purveyor of the most versatile and utilitarian fabric on the globe. We seek out the most revered and innovative denim brands and fill our shelves with high quality, impeccably fitting jeans. We now carry one of the largest and most comprehensive denim collections in North America. From raw selvedge, to eco-friendly denim, to the ideal boyfriend or skinny jean, we strive to source styles for everyone.

ABOUT NAKED AND FAMOUS: We are not a normal denim company and we never will be. Instead of relying on celebrity endorsements and expensive ad campaigns, we devote all of our resources to

sourcing the world's best fabric and turning it into awesome jeans. No marketing, no washes, no pre-distressing, no nonsense. Just excellent denim. All of our products are proudly cut, made and sewn in Canada.

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