

At TURA, DESIGN MATTERS



20
24

Tura
TE289 BRN

TURA

Tura
R703 GRY

Since 1938, Tura has been helping our customers shine and eyeglass wearers feel their best through the power of style, intricate details, and quality.



R703 GRY

We blend 85 years of heritage with cutting-edge innovation to create eyewear that's as unique as you. Our commitment to meticulous design, luxurious details, comfort, and quality craftsmanship ensures each frame is comfortable, beautiful, and uniquely tailored for the best wearing experience.

METICULOUS DESIGN

Striking, Distinctive

Tura
A Glimmer of Shimmer
R809 BRN & GRY



All in the DETAILS

House of Levoy, 642 Fifth Ave, New York, NY



THE LEGACY

The House of Levoy was founded in 1938 by Monroe Levoy



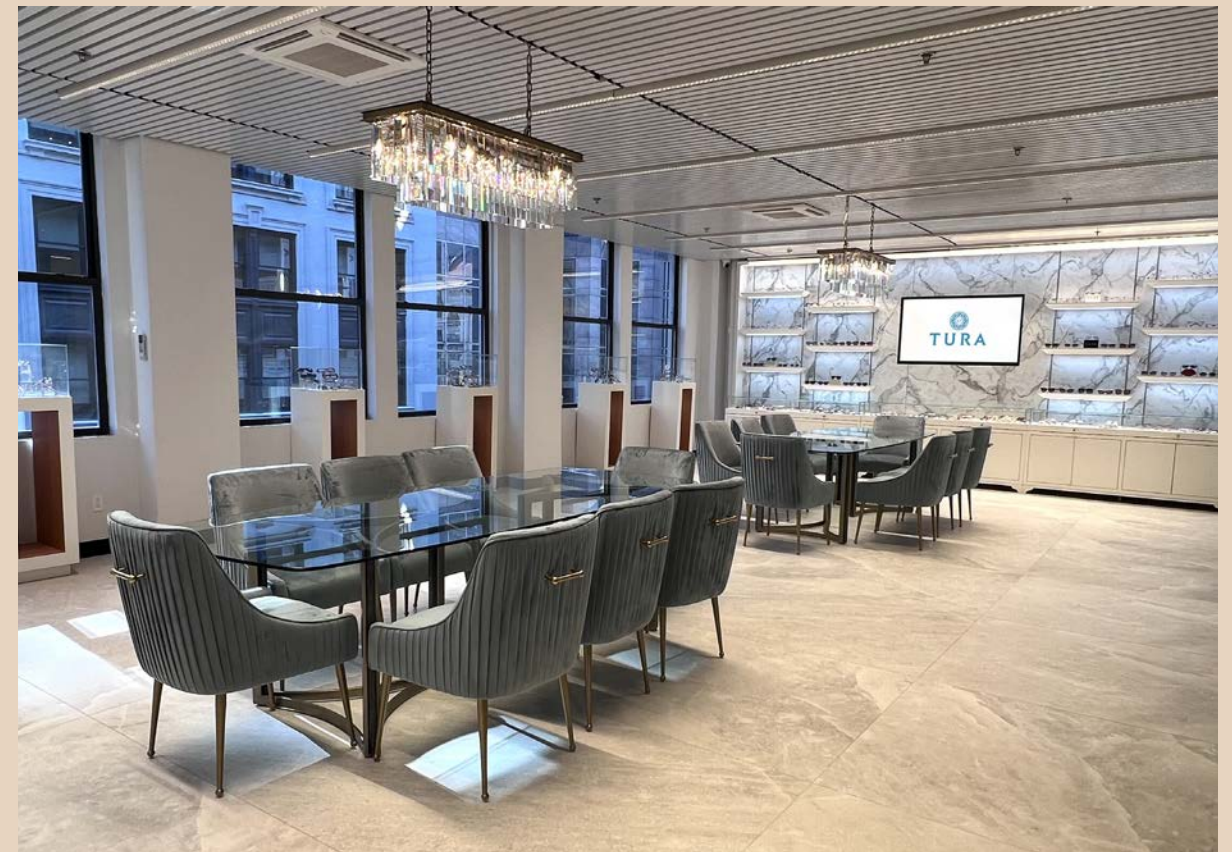
Levoy dedicated himself to creating eyewear that was more than just a medical necessity but a true fashion accessory, adding meticulous jewel details and intricate style statements to lift the spirits of women after a bleak decade of economic downturn.

Vintage Tura Frame and Bug Brooch

Our NYC design studio and showroom serves as a tribute to our roots. Stepping into our space, visitors are enveloped in an atmosphere resonating with our unwavering dedication to artistry, craftsmanship, and meticulous attention to detail, all of which have become emblematic of Tura brands.

HOUSE OF TURA

Tura Showroom, 10 W 37th St, New York, NY



STYLE AWAKENING



Glemaud x Tura
Showstopper
VGS016 MUL
VGS018 BRN
VGS019 BLK

Glemaud x Tura
Moodlifter
VGO030 BLU

It's time to let your eyewear do the talking and show off the best version of yourself. These styles are sure to be an instant style and spirit lifter!



Get ready to AMP up your personal style and bare yourself to the world with eyewear created with custom designs and bespoke colors.



L.A.M.B.
Glamour with an Edge
LAUF127 PUR & MUL

THE WAY THEY MAKE YOU FEEL

Ted Baker
Ultra Comfort
TW021 IVO

Barbour
For The Modern Adventurer
BAOM003 SLA & BAOW003 BUR



The possibilities are limitless within our Tura brand portfolio. Each brand offers a distinct design language that sets it apart from the rest while still maintaining its unique brand identity.

Whether you're looking to add a pop of color to your everyday look or make a statement to show your style, don't be afraid to step outside your comfort zone and try a style that is different from your usual look.

MAN OF CHARACTER



Ted Baker
Stylishly Confident
TMS171 GRY
TXL009 SLA



Botaniq
Planet-Chic
BIO5018T GRN
BIO5017T PUR



Superdry
Sporty Swagger
SDOM011T BLK & SLA

Improve your personal style while being mindful of the planet for future generations.

DOWN TO EARTH

Barbour
Rurban Ready
BAOM003 OLI



COOL, COMFORTABLE & VERSATILE



Casual, effortless style is all about looking stylish and put together. The key to this look is choosing frames that are understated and timeless.



Buffalo David Bitton - Men's
For The Rebel In You!
BM028 BLK

BM028 BLK

Effortless/Casual/ Performance/Style

Wearing your frames all day?
Lightweight materials are key!

Geoffrey Beene
Effortlessly Modern
G542 NAV



Titanflex
Performance Driven
M1013 DGN & GUN



Titanflex
Memory Metal Technology
827079 BLK

827079 BLK

ELEVATE YOUR EVERYDAY



gx by Gwen Stefani
Boldly Sophisticated
GX106 BLK

Whether you're looking for a bold and daring pair or a more subtle and refined option, there's a glamorous eyewear design out there for every fashion-forward individual. So go ahead and embrace your inner Hollywood star and add some glamour to your style today.

Buffalo David Bitton
Dynamic and Colorful Patterns
BW034 GRY & BW028 BUR



Go ahead... make a statement, because every day is an opportunity to express yourself through fashion.

Don't be afraid to experiment and have fun with fashion, and before you know it, you'll be turning heads wherever you go.

L.A.M.B.
Playful Patterns
LA125 BLS



Superdry
Athleisure Fashion
SDOW016T BRN

ATTITUDE ADJUSTMENT

Treat yourself with a touch of sparkle, bold hues, and layers of detailing. Get ready for compliments! Your mood is going to burst with joy.

Start each
day on a
high note.

Ted Baker
Mission Fashionable
TWS260 BLK
TW021 BLK



Glemaud x Tura
THE "Forever Fit"
VGO029 MUL & BLK



GX by Gwen Stefani
Expressive & Unconventional
GX106 TEA, BLK, & GRY





Tura
Turn Up Your Grace And Style
TE287 EGG & BRN

Glemaud x Tura
Retro Glam
VGO024 BON & BLK



Not your ordinary frames. From streetwear to high-end fashion, these dazzling frames are proving to be a versatile statement piece that wears well dressed up or down.

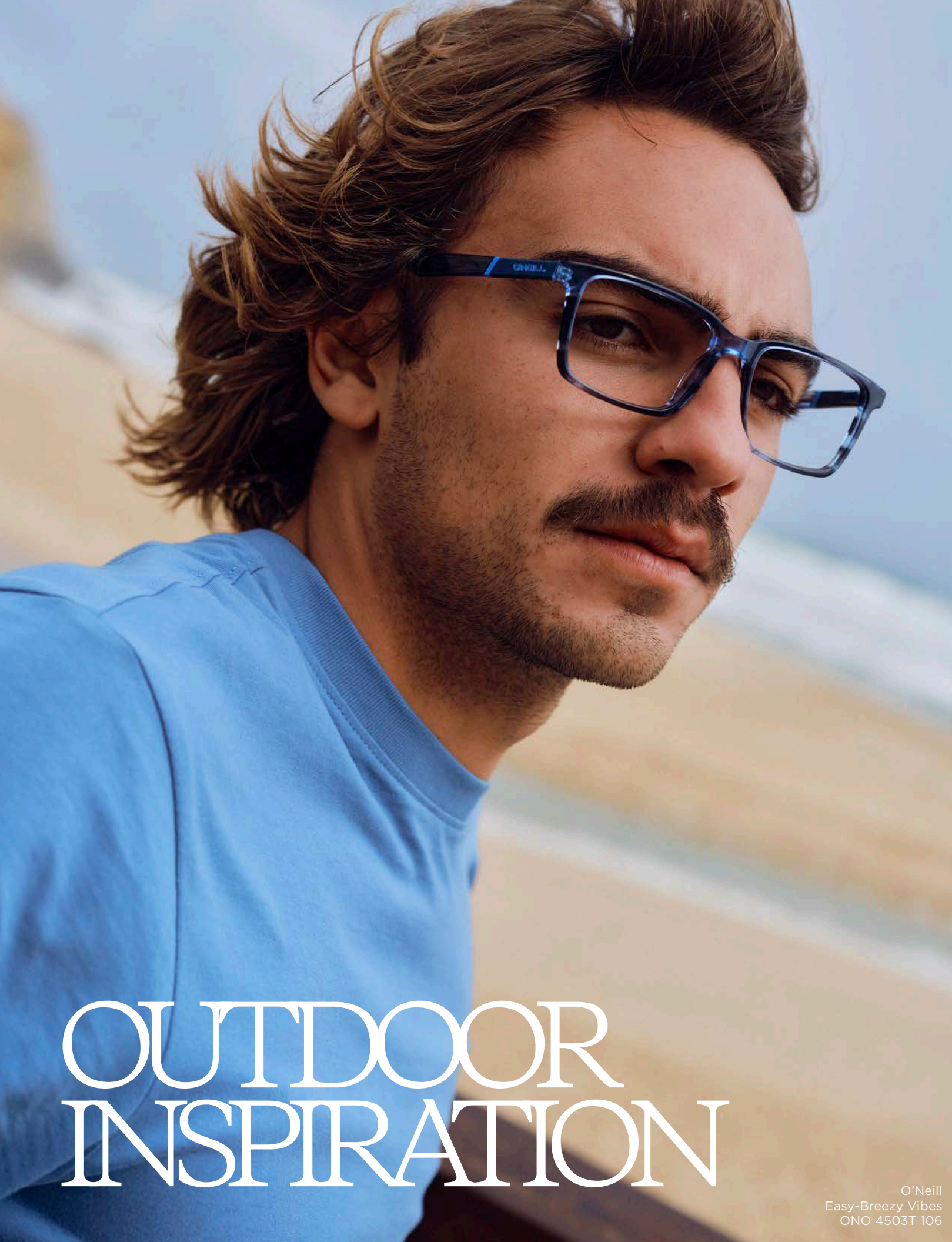


Lulu Guinness
Vintage Reminiscent
L244 GRY & BON

Lulu Guinness
L244 BON



SPARKLE EYES



OUTDOOR INSPIRATION

O'Neill
Easy-Breezy Vibes
ONO 4503T 106

Botanic
Expressive & Earth-Friendly
BIO5032T GRY
BIO5035T SLA



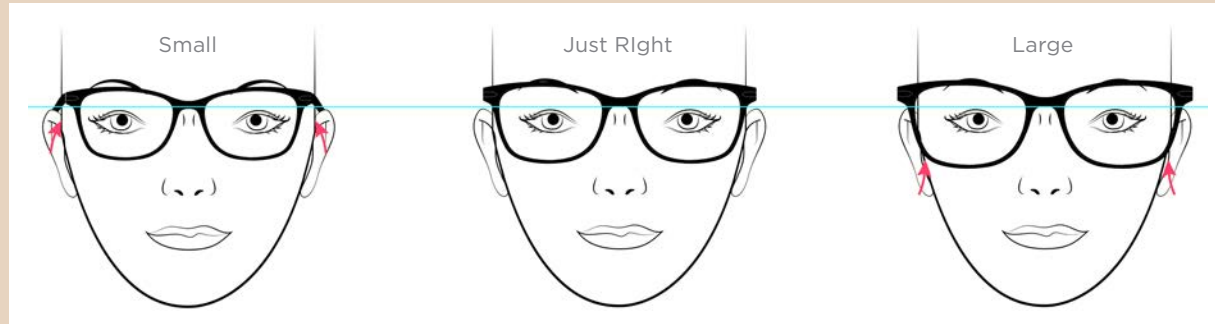
Design elements taken from nature.
Love of earth and style. Ready to explore.



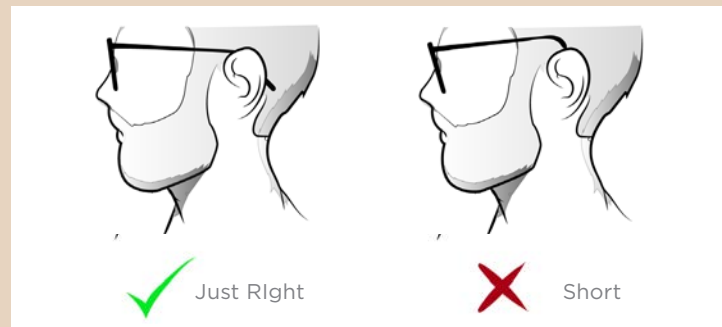
Barbour
Memory Metal for an Active Lifestyle
BAOM506 BLK

WE ARE FIT-FORWARD

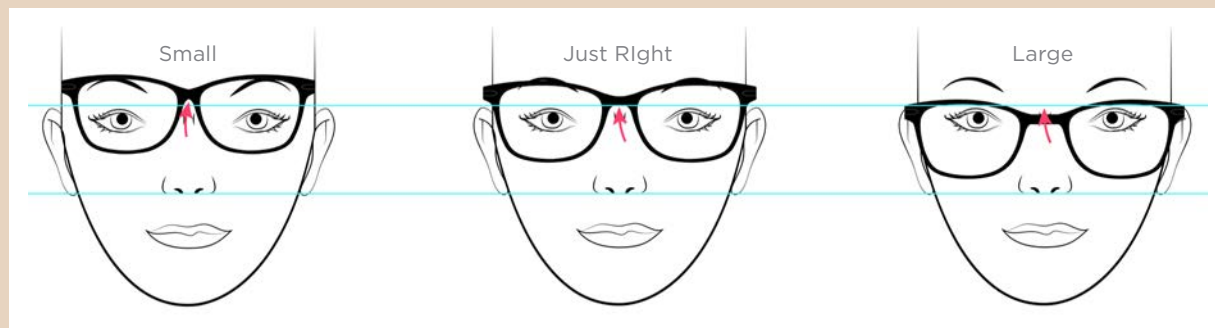
Know the fit signs: *Width*



Know the fit signs: *Temple Length*



Know the fit signs: *Bridge Fit*



Revel in your eyewear with confidence. There's a style and fit that's made for you! Our core collections already come with a wide range of fits, including 48mm-56mm for women and 52mm-57mm for men, compared to other brands that typically offer 50mm-54mm for women and 53mm-56mm for men. This is just one of the many points of differentiation that our portfolio of brands offer. At Tura, we are Fit-forward!



Superdry SDOM501T DGN
Superdry SDOW024T MUL

PETITE & NARROW FIT

Need a smaller fitting frame? There is no reason to wear a teen frame! Narrow Fit is designed to fit men requiring a smaller frame width and shorter temples. For eye sizes from 47mm-51mm. Petite Fit for women is available in eye sizes from 47mm-51mm.

Geoffrey Beene G534 SLA
Lulu Guinness L247 EGG

XL FIT

For people with a wider pupil distance, our XL fits offer a broader frame front to prevent pressure and discomfort in the temporal region. Eye size options range from 56mm to 60mm and longer temple lengths from 145mm to 155mm.



FOREVER FIT

Forever Fit by Glemaud x Tura features an expanded size range of glamorously designed eyewear with a range of fit options for maximum comfort and a perfect fit. For people with one or more of the following: a lower bridge, wider nasal flare, or high cheekbones.

Glemaud x Tura
VG0032 MUL

Ted Baker TMUF006 SLA
L.A.M.B. LAUF127 MUL

Universal Fit styles are designed for faces with lower or minimal bridges and/or high cheekbones. These frames feature less curvature or face form and pantoscopic tilt and offer a deeper nose pad to raise the frame off cheeks and ensure they stay in place.

UNIVERSAL FIT



Bask in the day's glory while you shine brightly in style. Sunglasses are a 365-day must-have accessory that sets the tone of your look while protecting eyes from wind, particles, and UV light.



L.A.M.B.
Work Your Edge...
Luxury With An Attitude
LA589 MUL
LA590 RGD



Ted Baker
Take Your Style
To The Next Level
TMS170 GRY
TWS258 GRN

Lulu Guinness
Flirty Eyes
L192 BLK



SUN SEEKER

L.A.M.B.
LA590 BLK

gx by Gwen Stefani
Boldly Fashionable
GX842 BLU



YOUTHFUL IMPRESSIONS



LULU by Lulu Guinness
Sweetheart Vibe
LK046 TEA & PUR

Let your personality shine brightly!



Ted Baker Just Kidding
Style and Wit
TKB001 NAV
TKG001 SLA

GX Juniors
Colors that Change in the Sun!
GX850 BLS



ZUMA ROCK
Statement Rebel
ZR023 NAV

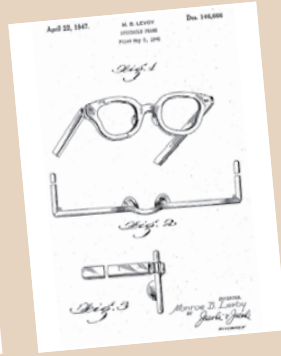
At Tura, Design Matters

1938



1938

Established on Madison Ave.



1947

Patent for Assembled Frame



1949

VOGUE Approved ColoraTURA Sales Kit



1957

Launch TURANETTE



1966

First design collab: Christian Dior



1982

First to introduce Faceted Frames



1986

Launch model 311 - The "Sally Jessy Raphael" Frame



1987

First to develop Memory Metal



2003

Launch Lulu Guinness



2004

Launch Ted Baker

2010 Acquired by Eschenbach



2015

Launch Kate Young for Tura



2016

Launch L.A.M.B.



2016

Launch gx by Gwen Stefani



2018

Launch Buffalo David Bitton



2021

Launch O'Neill

2020 Acquired by Inspects



2022

Launch Botaniq



2022

Launch Glemaud x Tura



2023

Launch Superdry



2023

Tura's 85th Anniversary



2024

Launch Barbour

For over 86 years and counting

2024

TURA



Tura R703 GRY & BLK

Design Matters... as a leading eyewear company of 86 years and counting, Tura understands that each brand within its portfolio has its unique design language, target audience, and brand identity. Tura's commitment to ensuring that every frame looks proportionate and beautiful is a testament to its dedication to craftsmanship and attention to detail. With bespoke colors and custom designs, Tura offers a vast range of styles to cater to diverse preferences. From frame shape and size to materials, Tura creates personalized, comfortable fits for all eyeglass wearers. With its commitment to innovation and quality, Tura's possibilities are limitless, making it the go-to choice for anyone seeking exceptional eyewear.