

Aether

VISIONARY AUDIO EYEWEAR

Future-focused

Aether synthesises sound and vision into a singular object of expression to create a seamless future for digital minimalists.



A.

The Concept



## AETHER

known as the fifth element or quintessence; the upper atmosphere, a material element of the cosmos; an intervening substance through which signals can travel as a means for communication.

What makes Aether visionary?

# SOUND

THAT TRANSCENDS CONVENTION

[Play video](#)

Aether was created in tribute to the transformative power of sound: mood-enhancing, memory-making, rhythm-setting, energy-shifting. When overlaid onto everyday experiences, ambient soundtracks can lift the ordinary into the extraordinary.

In enabling creative individuals to fine-tune their personal soundscapes at any given moment – all while staying present within it – Aether offers a compass for navigating enriching emotional landscapes and exploring uncharted terrain.

Tune into a new dimension

“Beyond the edge of the world  
there’s a space where emptiness  
and substance neatly overlap,  
where past and future form a  
continuous, endless loop. And,  
hovering about, there are signs  
no one has ever read, chords  
no one has ever heard.”

Haruki Murakami





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Innovation & Craft

Clarity of expression

# Advanced aesthetics

Guided by modernist principles of essentialism and function, our highly experienced eyewear designers transcend fashion’s the ebbs and flows to create distinct styles that are fresh yet timeless.

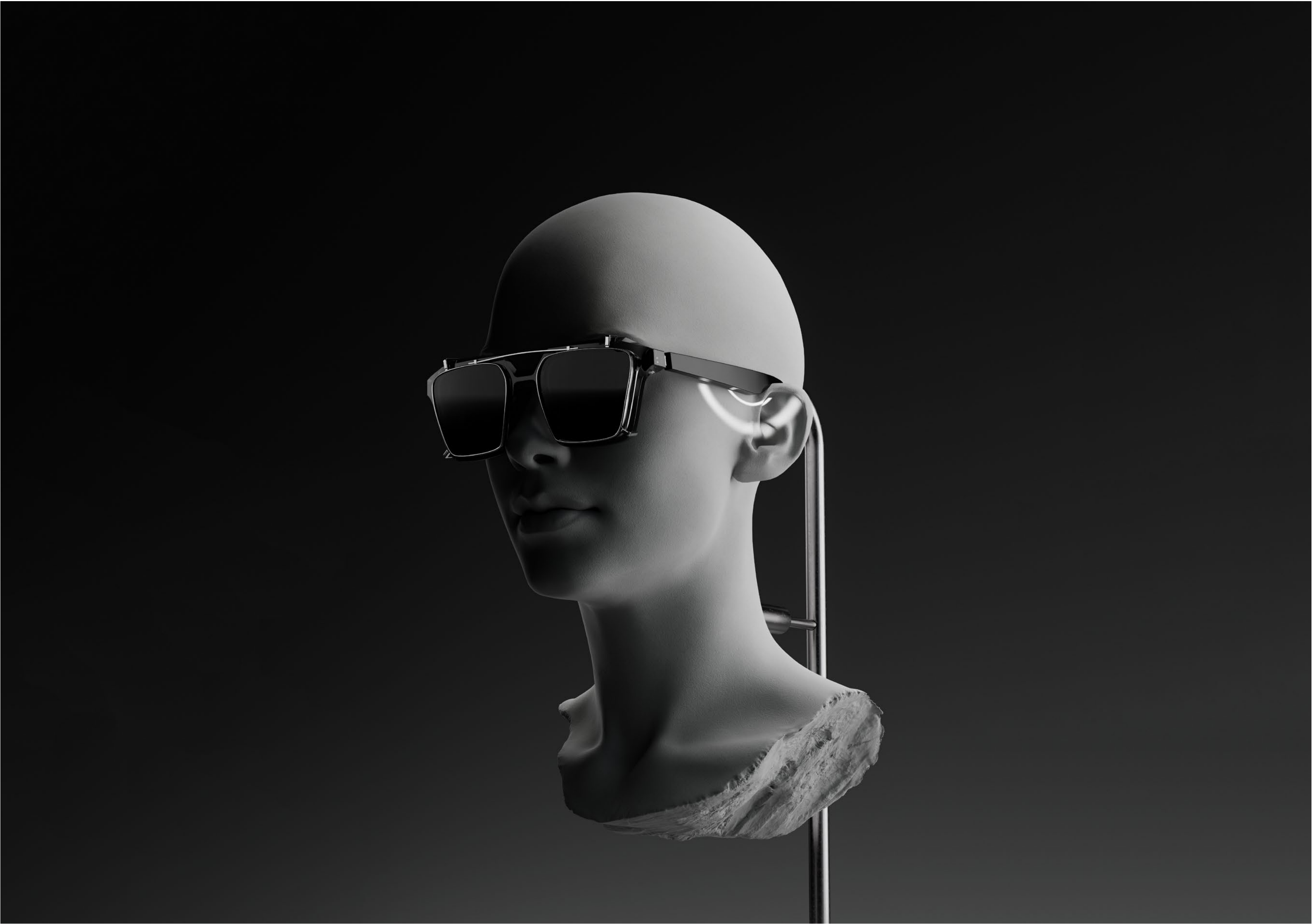
Merging Asian and European influences, the Aether collection is conceived for the international tastemakers of tomorrow.

Pioneering the frontier

From the leading edge of eyewear and electronics into a class of our own.

Powered by Bluetooth 5.1 and Qualcomm aptX technology with custom developed open-ear audio speakers and EQ profiles, Aether audio glasses yield the purest sound in our category with minimal sound leakage to safeguard user discretion.

Currently the most streamlined in the market, Aether’s ultralight frames deliver up to 3 hours of play time with a standby time of 24 hours.





Characterised by sleek curves, clean lines and a pleasing tactility, each style features high-quality lenses from Carl Zeiss and premium Mazzuchelli 1849 acetate.

Each frame is mechanically cut and hand-finished in a 25-step process.

# Aluminium charging case

A covetable object in its own right, our compact aluminium case features a magnetic closure and a brushed matte finish with polished bezels. It’s high-functioning, too – charging your frames in under 90 minutes.





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Launch Collection



Aether

Model R2



Aether

Model R2



Aether

Model R2



Model R2

Model S2



Aether

Model S2



Aether

Model S2



Aether

Model S2



Model R1



Aether

Model R1



Aether

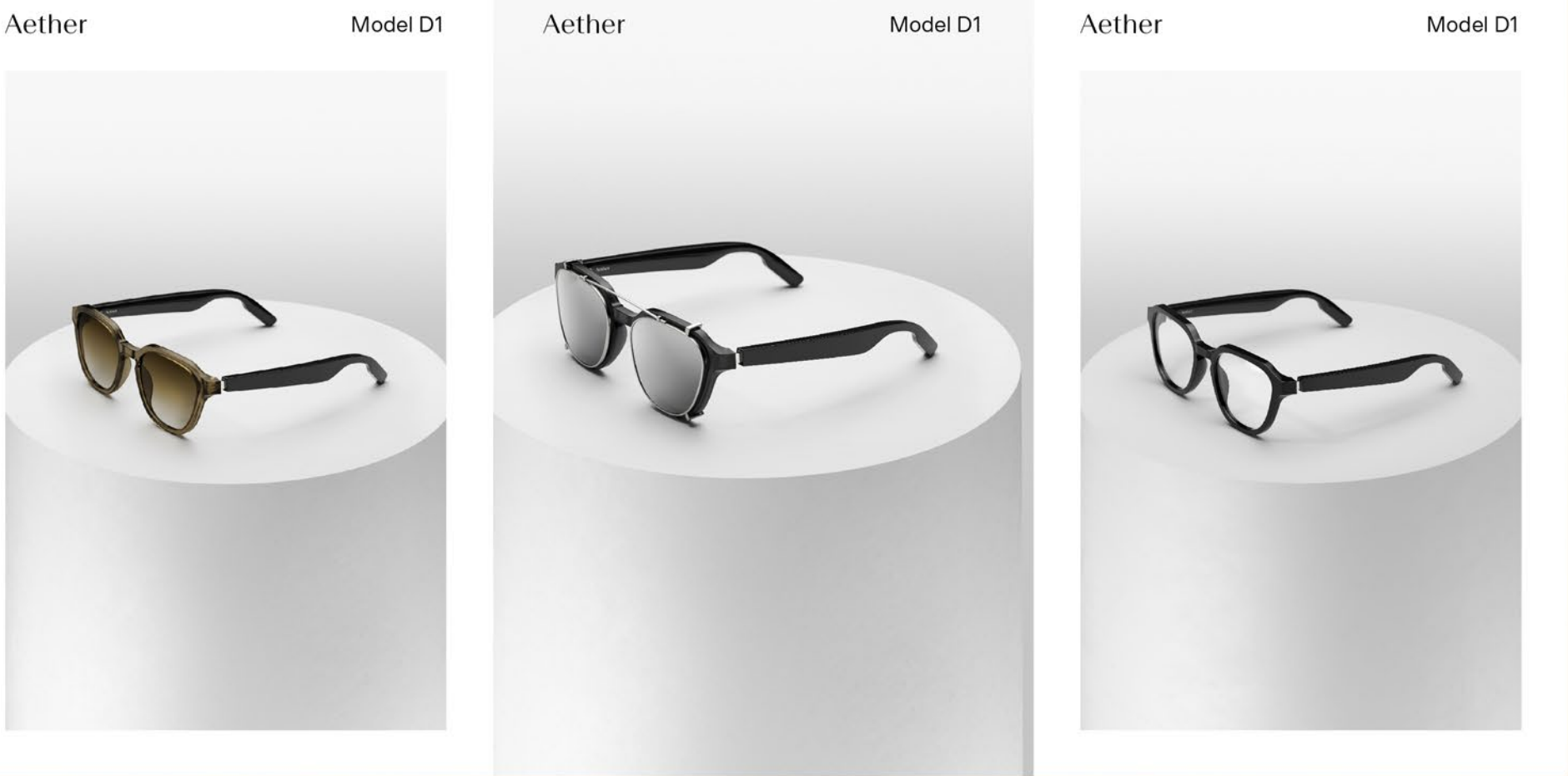
Model R1



Aether

Model R1





Model D1



Aether

Model S1



Aether

Model S1



Aether

Model S1



Model S1

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Market Reception

# Wearable Design of The Year

As voted by the readers of Dezeen,  
the world’s leading design magazine.



“If you want to listen discreetly, without losing the sounds around you, then Aether is exactly what you need.”

– Jonathan Bell / Wallpaper\*

“Beautifully presented and a pleasure to use, Aether Eyewear has bridged the gap between tech and fashion better than any other brand on the market.”

– Chris Haslem / WIRED UK

designboom®

de  
zeen

Wallpaper\*

WIRED

||/

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**Aether**



**Aether**

On the Horizon

Retail Concepts

Introducing our first vision  
of the Aether universe in  
the physical world.

[Play video](#)









New Collection

# Aether 2nd Gen

Introducing 7 new models, including titanium frames, created by industry top ex-LVMH eyewear designer.

Significant upgrades in all key product features.

**LAUNCH**  
October 2022

Active Line

# Aether Speed



When active lifestyle meets visual statement.

In response to customer demand, we will launch a new line of dynamic audio sunglasses for cycling, running and other sports.

**LAUNCH**  
Early 2023

Amplified Ambience

# Aether App

Introducing personalised soundscapes with scientifically proven health benefits using advanced AI audio technology.

Themes will be produced in collaboration with talented artists and the curated soundscapes will utilise generative audio algorithm.

**LAUNCH**  
2023



#aetherapy



getaether.com

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About Us

# Founders



**Raymond Shi**  
Business & Marketing Strategy

Co-founder of an award-winning premium photo lab and production studio, Raymond is focused on the sales & marketing aspects of the business while managing content strategy, communications and distribution.



**Andy Shi**  
Product & Operations

Andy is an experienced founder with a keen sense of setting up systems, processes and solving problems. He is responsible for overseeing product development, supply chain, logistics and business operations.



**Hannes Unt**  
Design & Brand Strategy

Hannes is an award-winning creative director with 20+ years of international experience in high-end branding and design. He leads brand strategy, creative direction, product design and experiential retail.

**Awards**  
Red Dot Design Award, German Design Award, World Luxury Award, Cannes Lions, Hong Kong Design Award, Clio Award

**Retailer Collaborations**  
Maxfield LA, Colette Paris, Lane Crawford, 10 Corso Como, K11 Art Store, Drive Pro

**Brands & Clients**  
Chanel, Leica Camera, Hasselblad, IMG Models, Photo Fairs, Bvlgari Hotels, Chao Hotel, Le Bijou

# Aether Stockists



**Greater China**  
Lane Crawford  
Solar Lab  
Drive Pro

**Europe**  
Hungry Eyes  
Vaund  
Estonian Design House

**Middle East**  
Avanti Eyewear  
Rivoli Eyezone

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