

# ROBERT MARC

NEW YORK

## Robert Marc Announces John Juniper & Jeff Solorio as New Designers

*The debut Spring/Summer 2026 collection signals the eyewear brand's next evolution*

New York, NY – March 5, 2026, – **Robert Marc**, the luxury eyewear brand established in New York City in 1981, announces its next evolution with the appointment of renowned designers, **John Juniper and Jeff Solorio**. Ushering in a new chapter rooted in craftsmanship, culture, and design, the duo unveils the first collection, **Volume One: The Feeling Remains**, for Spring/Summer 2026.

Founded as one of New York City's first luxury optical boutiques, Robert Marc NYC built its reputation on expert optician-led eyewear, earning a devoted following for its refined silhouettes, technical precision and fit. Now celebrating 45 years, the brand pushes its creative evolution forward, dropping "NYC" from its name to reveal a new era of design excellence. While the pulse of New York City remains synonymous with Robert Marc's identity, this next phase of growth channels a broader, global vision of luxury eyewear.

Juniper and Solorio bring a technical mastery and refined craft, advancing the brand's most recognizable design codes. The Spring/Summer collection refines signature elements, including Robert Marc's iconic trademark hinge, now reengineered with a spring mechanism that enhances comfort and wearability while preserving its instantly recognizable form. Minimalist silhouettes are elevated through sculptural detailing and premium materials such as Japanese acetate and lightweight titanium, resulting in frames that balance style, precision, and fit.

Robert Marc's specialty collection of natural buffalo horn eyewear remains central to the new collection. Hand-carved in Germany with artisanal excellence, each horn frame is entirely one of a kind, celebrating the natural beauty of the material and the craftsmanship behind the frame-making process. This season introduces a rich color palette and distinctive textures, reinforcing the brand's commitment to comfort, individuality, and unique design.

"We're thrilled to have the legendary design pair John and Jeff join us in this next chapter of the brand," said **Antoine Amiel, CEO of New Look Vision Group and Robert Marc**. "Their work is grounded in a personal connection to the brand and deep knowledge of luxury eyewear. This new design era reflects our spirit of reinvention and a shared vision for the future."

"With 45 years of history, Robert Marc has something rare – credibility and brand value built over time. And it feels like the right moment to clarify the brand's position and set a strong foundation for the next chapter," said **Juniper**. "What really sets Robert Marc apart is the attention to detail – the signature hinge, the proportions, the color choices, and overall restraint. Robert Marc has always been about refinement."

**Solorio** added, "This new collection is just the beginning. We see Robert Marc continuing to evolve as a symbol of New York-driven design."

Shot by photographer Emma Summerton, the campaign highlights the unique contrasts of vibrant energy and moments of stillness. Spearheading the campaign is model, Anne Vyalitsyna seen wearing the new Rare Impression frame among others.

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The Robert Marc Spring/Summer 2026 collection, *Volume One: The Feeling Remains*, will be available starting **March 5, 2026**, on RobertMarc.com and in retail locations.

**Assets:**

Campaign Imagery available to download [HERE](#)

Collection Imagery available to download [HERE](#)

**About Robert Marc:**

Robert Marc is New York's most wanted eyewear since 1981. Based in New York City and known worldwide, the brand's emphasis on impeccable construction and precision fit have earned them a loyal following. All frames are made by hand in small batches with premium materials, punctuated with the brand's signature hinge. Visit 7 ROBERT MARC retail locations in Manhattan or shop online at [www.robertmarc.com](http://www.robertmarc.com).

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