— THE POPLAR AND THE ENGINEER

WHAT DO YOU WANT?

TO GET TO KNOW YOU.

YES, BUT WHAT DO YOU REALLY WANT?

TO GET TO KNOW YOU AND USE YOU.

OH, I SEE… BUT WHY?

BECAUSE I FIND YOU SO ENCHANTING.

IT'LL TAKE TIME.

FINE.

I HAVE MY RULES.

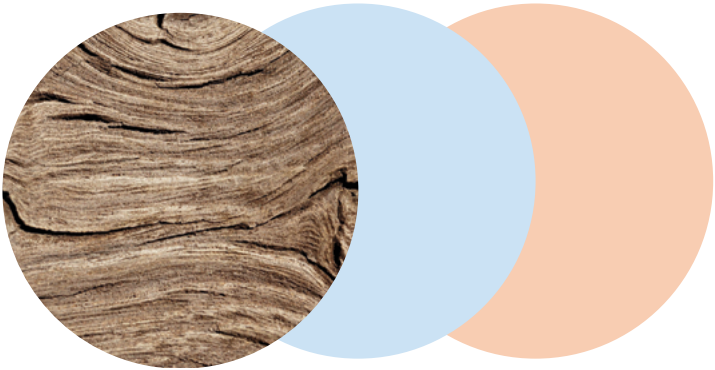
I'LL RESPECT THEM.

WHAT WILL YOU USE ME FOR?

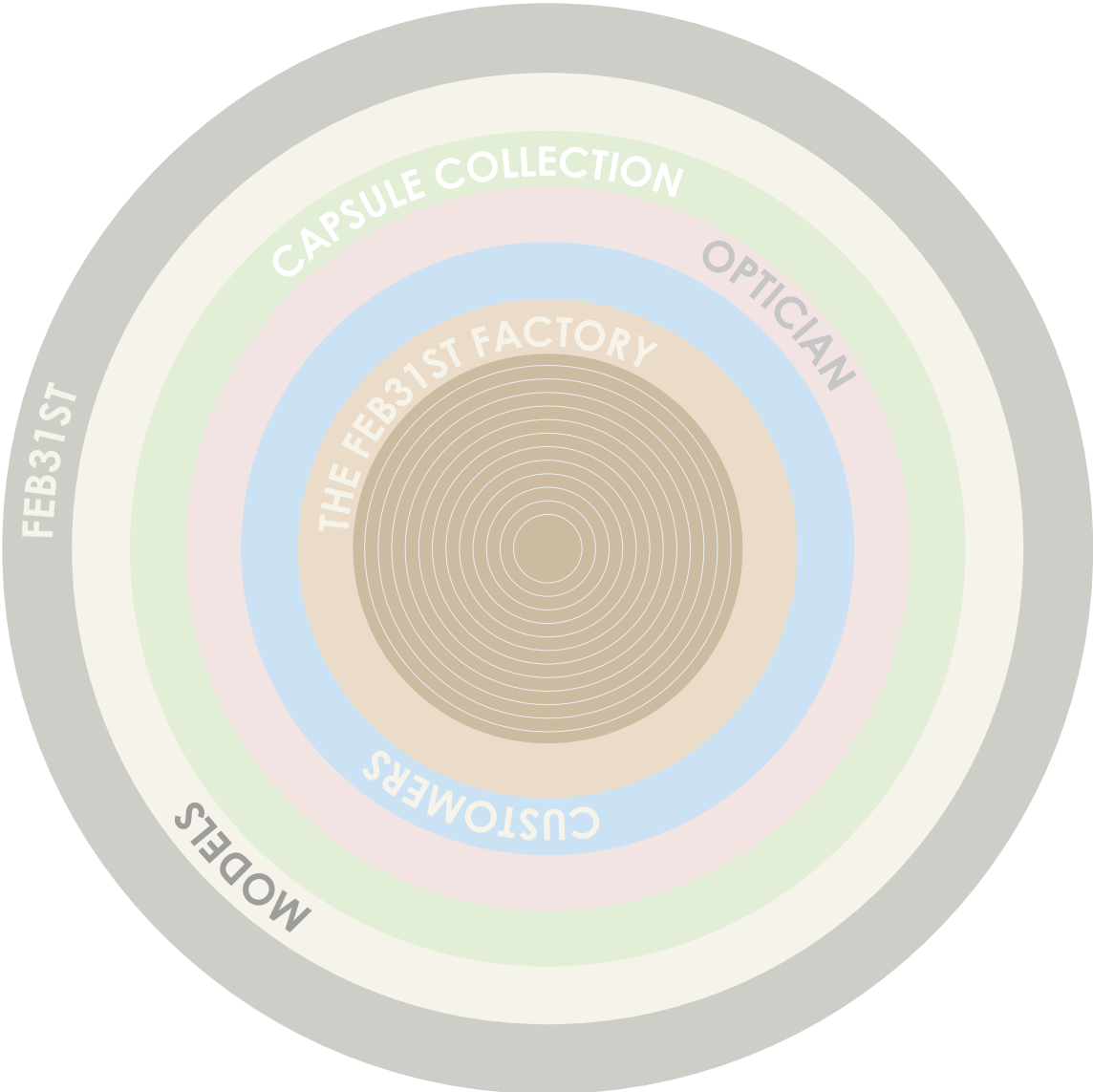
TO MAKE A PAIR OF GLASSES!

IS THAT SO?! YOU JUST TRY!

ONCE I'VE GOT TO KNOW YOU WELL, I WILL!



#FEB31ST


FEB31ST
CAPSULE COLLECTION
OPTICIAN
THE FEB31ST FACTORY
CUSTOMERS
MODELS

#FEB31ST

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#FEB31ST

— THE DESIGN

The idea behind FEB31st is a simple one: respect for nature and human ingenuity combined to produce something that is wonderful to wear and use.
The sole aim of a FEB31st design is embody this idea in comfortable, attractive and modern frames.

#THEFEB31STFACTORY

YOUR BREATH BLOWING THROUGH THE BRANCHES GIVES ME INSPIRATION, WIND.

INSPIRATION FOR WHAT?

LIGHTNESS, SPEED, ADAPTABILITY.

HOW WONDERFULLY COMPACT AND SOLID YOU ARE, WOOD.

BE LIKE ME!

#THEFEB31STFACTORY

FEB31ST

— THE NAME

There is no February 31st in the calendar. FEB31st is an Italian firm whose story is based on the vision and tenacity of three entrepreneurs and has grown and spread throughout the world. Its founders wanted a reliable form of light manufacturing, open to innovation and flexible in the face of change. Quick and craft-based. Respecting the environment, the workers, their skills and the relevant financial processes. Capable of giving its customers freedom of choice and genuinely tailor-made objects.
It really does sound like a February 31st firm. That is, one that doesn't exist.
But it does - and that's why it's called FEB31st.

#THEFEB31STFACTORY

— THE MANUFACTURING PROCESS*

There is satisfaction and divine as well as earthly beauty in “making things”. FEB31st glasses are entirely made in Italy. Feb31st conceive them, design them and make them, combining the top class mechanical engineering and manual skills that allow every pair of FEB31st glasses to be unique.

*75% of FEB31st employees are skilled craftsmen or manual workers.

WHERE DO YOU WANT TO LOOK?
OVER THERE.

I CAN'T SEE ANY ROADS IN THAT DIRECTION.
LET'S GO AND LOOK.

I CAN SEE A LOT OF OBSTACLES.

I'M READY FOR THEM.
ONE STREET AT A TIME,
WE WILL TRAVEL THE WORLD.