



## Cazal

*An iconic brand meets a determined woman. Katharina Schlager continues the journey into the future started by Cari Zallone in 1975, focusing most of all on visibility*

**How do you feel about working with an iconic brand like Cazal?**

I love a challenge. I've always felt that way. I have great respect for the work accomplished over the last few decades and for Cari Zalloni's designs, but it's not a time to be starstruck, but rather to take the next steps on the journey. Modern, exciting and with the edginess that Cazal is famous for.

**Cari Zalloni incorporated his unique personality into his collections through a very strong identity. What are the most important elements?**

The brand's greatest strength is its visibility. First and foremost, you recognise a Cazal from the opposite side of the street and wearing one of our models is associated with a certain type of look. Cazal makes you stronger and more visible. You need to be able to wear them and thus, yourself, be a strong personality.

**What is your strategy for continuing to communicate this legacy?**

Everybody has their own unique style. Cazal will also bear my style in the future, alongside everything that already typifies it. I am a woman, Cari Zalloni was a man. This fact alone allows me to focus on some different areas. Ultimately, though, it will always be about visibility, self-determination and strength. Qualities that will shape my work and future collections. I take inspiration from all around. From fashion, music, street art, from whoever and whatever. At the end of the day, it's about filtering impressions and experiences and using them to create something new. I can assure you it's going to be exciting.

**One of the most legendary models is the 958. What other models are considered to be 'ambassadors' of Cazal style?**

For me, without doubt the 607.

**What are the main features of the new collections?**

'Be visible. Be Cazal' is not just a catchy tagline, but a way of living. One which is all about making people and their skills visible. We want to design glasses for exceptional individuals: icons, even if they would never refer to themselves as such. Being an icon has nothing to do with fame, but has to do with the courage to be extraordinary and to explore new horizons. Just like Cari, when he didn't care whether what he was doing was in line with his time. This is Cazal and this is how I want to take the brand forward.

*Katharina Schlager, CEO at Cazal,  
photo Hilde van Mas, courtesy Cazal*



**CAZAL**

shirt MRZ

skirt SEVENTY

shoes OTTOD'AME