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It stands to reason that if a seasoned fashion professional can't find something she really wants, it probably doesn't exist. That's the case with British journalist Anna Laub, who recently launched the already buzzed-about eyewear collection Prism after unsuccessfully scouring stores for her ophthalmic ideal. "I thought, I'm supposed to be one of those people in the center of this industry. I should know of all the brands that exist for this and where I can find them," explains Laub, who travels the world for WGSN. "I wasn't thinking about starting my own line. I was just looking for glasses." Laub's collection is an ultraclean and classic take on vintage plastic frames that are made by hand in small runs in a very old family-run factory in the north of Italy—as opposed to mold-injected and churned out in the hundreds of thousands. That means they're a strong enough product to weather the current hipster storm into which they'll inevitably be whipped. Prism's five styles, all priced at £205 (about \$330), bow next week, but are available for pre-order at www.prismlondon.com or at Browns in London.

—Meenal Mistry

Photo: Courtesy of Prism

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