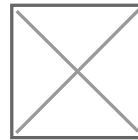


TESTORE GROUP



> More about TESTORE GROUP

ZEROUNDICI has been launched back in 2016 by two entrepreneur brothers who share passion for design and fashion and a deep bond with the city from which everything is born: Turin.

"What about creating our own brand? A young sunglasses and eyeglasses brand capable to convey the post-industrial roots of the city and its urban geometric looks and underground spaces".

Sparkling from this simple question, 11 new frames are created, dedicated to the neighborhoods from which the geometry of urban spaces has given shape to inspiration: Dora, Lingotto, San Salvario, Crocetta...

Constantly evolving neighborhoods that keep the original essence of a typical industrial city's past decades, the "factory of Italy", now converted into a sustainable model with excellence peaks in design, architecture, cinema and R&D eyewear.

Zeroundici's tribute to a glorious past and a thriving future in the application of technique and know-how is the hexagonal bolt, a distinctive element for the brand standing also for the strong and indissoluble bond with own roots.

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