

SABAE BESPOKE

Personalized Sunglasses Program with a Master Craftsman



This is the ultimate personalized experience, presented by the internationally recognized eyewear brand Boston Club in Sabae, a world-renowned center of eyewear production. After learning about the brand's steadfast commitment to craftsmanship since its founding directly from company representatives and designers, guests will get to experience how the brand evolved through displays of its past works. Afterwards, guests work one-on-one with a designer to create their own original sunglasses. The finished sunglasses will be delivered to guests' homes at a later date as a unique keepsake of their journey that they can wear every day.

✦ An Inside Look at a Leading Sabae Eyewear Brand

Founded in 1984 in Sabae, Boston Club has earned acclaim in Japan and internationally for fusing classic aesthetics with a contemporary sensibility. While the brand's eyewear is normally only available through retail stores, this exclusive bespoke eyewear program offers guests a special opportunity to learn directly from a company representative and designers about the brand's history and Sabae's eyewear culture.

✦ Tracing the Brand's History through Past Collections

As guests view iconic frames from Boston Club's past collections, a designer explains the background of each design and the trends of the time. Together, these models tell the story of the brand's evolution, offering guests a greater appreciation for the depth and creativity involved in eyewear craftsmanship.

✦ Creating Your Own Unique Eyewear with a Designer

With one-on-one guidance from a designer, guests create their own personalized sunglasses, from choosing the color and shape of the frames to making fitting adjustments. By trying on the frames as they evolve and experiencing the differences firsthand, guests gain greater appreciation for both the depth of the craftsmanship involved and the individuality of each finished piece. A laser engraving of your own choice then adds the finishing touch, completing a frame that is entirely one of a kind.



2.5 hours

Sabae City,
Fukui Prefecture

1-6 guests

Year-round

¥200,000 per guest
(made-to-order
eyewear plan)



Itinerary

Explanation about the history
of Boston Club and Sabae
(20 mins)



Viewing of past eyewear
collections
(20 mins)



Shop tour
(20 mins)



Sunglass making session
with a designer
(80 mins)



Shipping arrangements
and conclusion (10 mins)