

SCHNUCHEL EYEWEAR

SCHNUCHEL EYEWEAR STANDS FOR CLEAN, CONTEMPORARY DESIGN WITH A REFINED EYE FOR DETAIL. FOR OPTICIANS, IT IS A STYLE-CONSCIOUS CHOICE THAT INTEGRATES EFFORTLESSLY INTO A WIDE RANGE OF COLLECTIONS.

Schnüchel
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EVERY SCHNUCHEL FRAME IS HAND-CRAFTED IN HOLM, NEAR HAMBURG, WITH SHORT PRODUCTION ROUTES, DIRECT QUALITY CONTROL, AND EVERY STEP CARRIED OUT LOCALLY.

WE USE CAREFULLY SELECTED ITALIAN ACETATE, WHILE SHAPES, COLORS, AND SIZES CAN BE ADAPTED FLEXIBLY.

ALL MODELS ARE FULLY CUSTOMIZABLE AND CAN BE TAILORED SPECIFICALLY TO INDIVIDUAL CUSTOMER REQUIREMENTS.

AT A GLANCE

Schnuchel eyewear has been handcrafted in Holm, Germany, for over 30 years and is defined by fully customizable design options and premium materials. Every frame is made locally in our workshop and can be individually tailored in shape, color, size, and detail to meet specific customer requirements.

CRAFTSMANSHIP & PRODUCTION

All frames are made by experienced craftspeople. From milling the Italian acetate to the final polish, every pair of glasses goes through a precise, hands-on production process — with no industrial mass production. This makes every Schnuchel frame a truly unique piece, made to the highest standards of quality.

MATERIALS

We use carefully selected Italian acetate from Mazzucchelli as the foundation for our frames. With more than 600 available colors and a wide range of combination options — from contrasting colors for the frame front and temples to layered acetate constructions — the design possibilities are virtually endless. This allows for distinctive and expressive color combinations in every model.



CUSTOMIZATION

Our frames are fully customizable: you can choose the shape, colors or color combinations, size, temple length, and selected design details.

This offers a high degree of flexibility, allowing us to respond precisely to different customer preferences and style requirements — from classic models to more highly personalized designs.

Individual engravings are also available, whether featuring a customer's name or as part of a personal brand in a co-branding concept with Schnuchel.



ORDERING PROCESS

Choose the model, color, and size, add any individual options if desired, place your order — and we begin production in our workshop.

Delivery time is approximately 10 to 14 days. Short production times and direct communication ensure reliable and predictable processes for optical retailers.

BENEFITS FOR YOUR BUSINESS

Schnuchel Eyewear offers a distinctive point of difference within any collection: genuine craftsmanship, a high degree of customization, and a design approach that combines classic appeal with contemporary style.

This versatility makes it easier to advise customers individually while encouraging repeat purchases and recommendations.

The frames also stand out for their regional origin, enabling short supply routes and a close connection to local production. At the same time, the brand is committed to sustainability through responsible material selection, resource-conscious manufacturing, and long-lasting product quality that supports more mindful consumption.

FOUNDED IN
1994

HANDCRAFTED
IN GERMANY

SIMPLY
TIMELESS

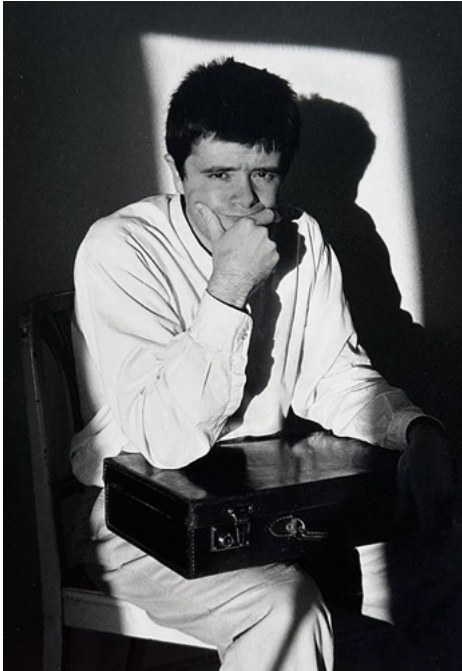


Our collection features an exceptionally broad selection of frames, offering a wide variety of styles for every target group and aesthetic.

From classic panto shapes and elegant oval and round frames to modern reading glasses and bold statement pieces with chunky acetate or double-bridge designs, our range covers the full spectrum of contemporary eyewear.







FOUNDER BIOGRAPHY – DR. WOLF SCHNUCHEL

Schnuchel Eyewear is more than a manufacturer of high-quality glasses — it is a family story shaped by more than three decades of passion, precision, and creativity.

Founded in the 1990s by Dr. Wolf Schnuchel, a chemist with a doctorate and a visionary eye for design and craftsmanship, the company has grown from a small workshop into an internationally respected name in exclusive eyewear. He continues to lead the company personally to this day, supported by his family, who actively contribute fresh ideas and new perspectives.

From the very beginning, his ambition was to create eyewear that goes far beyond function — frames that emphasize personality and make individuality visible. This philosophy shapes every stage of the process, from the initial idea to the final finishing touches.

By combining traditional craftsmanship with innovative design, Schnuchel creates truly unique pieces. Today, Schnuchel Eyewear stands for exceptional quality, outstanding comfort, and a distinctive aesthetic — inviting each wearer to express their individuality through a frame made just for them.

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LEGAL NOTICE

Schnuchel Eyewear – Exclusive Eyewear Manufacturing

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