

# Through my eyes

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Designed to move with you



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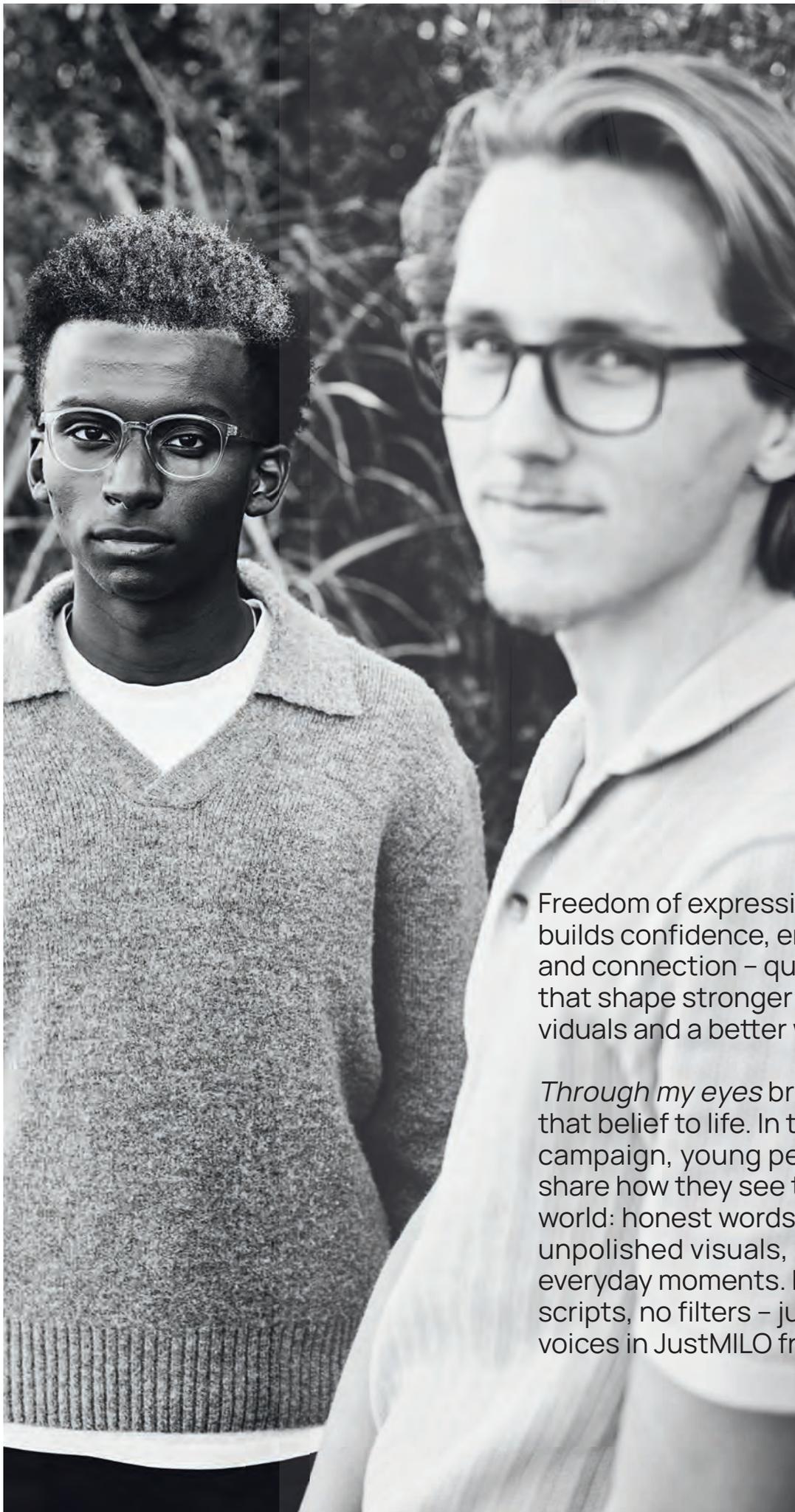
# Designed to move with you

We believe that true confidence begins with the freedom to express yourself. Expression shapes personality, builds empathy, and strengthens the way young people move through life.

That's why we create frames that move in every sense of the word: with you, with trends, with life itself. Ultra-light and flexible, designed to follow every shift in style and mood. No need to choose between comfort and character.

With a focus on sustainability, our frames prove that style and responsibility go hand in hand.





# Th

Freedom of expression builds confidence, empathy, and connection – qualities that shape stronger individuals and a better world.

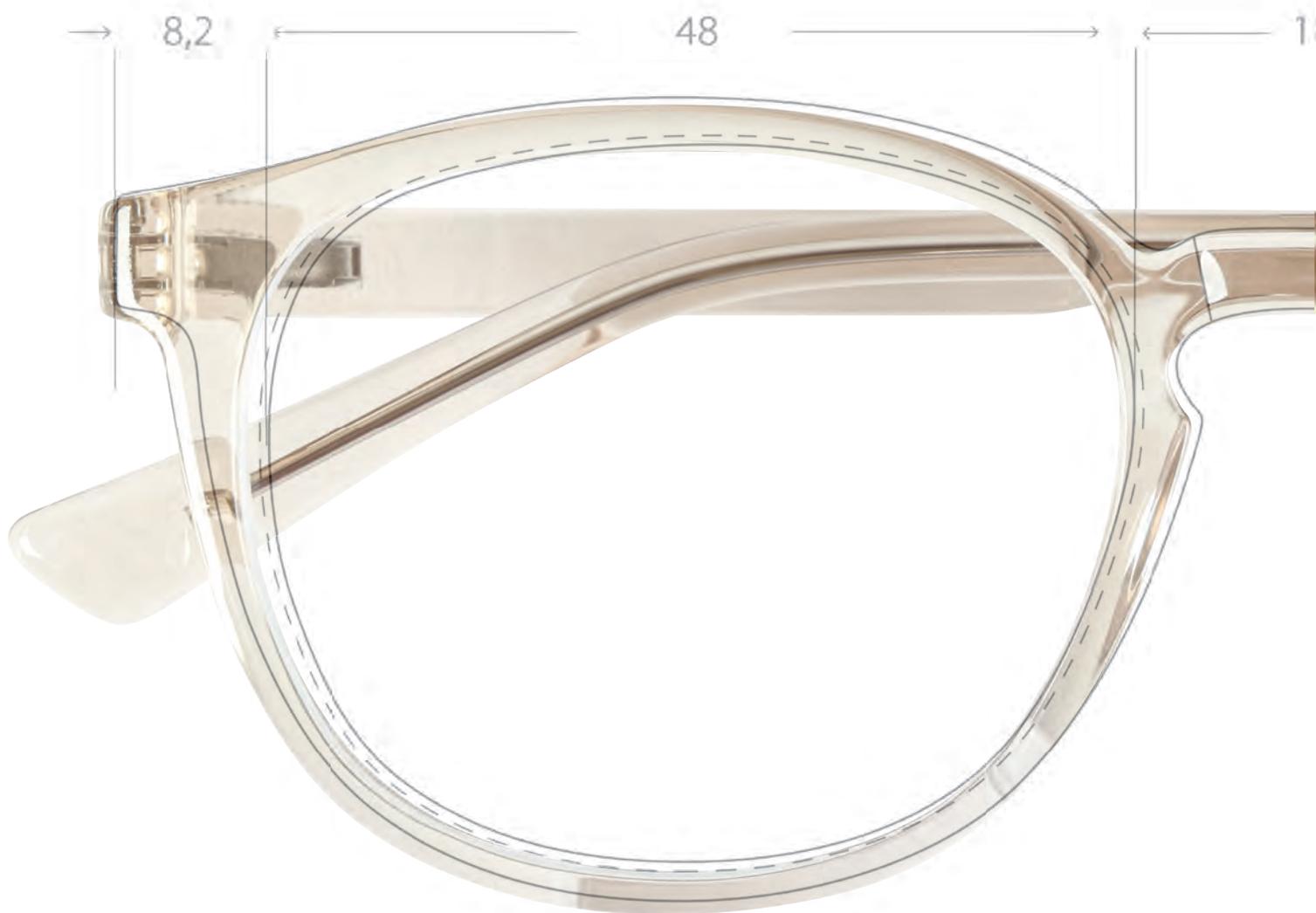
*Through my eyes* brings that belief to life. In this campaign, young people share how they see the world: honest words, unpolished visuals, and everyday moments. No scripts, no filters – just real voices in JustMILO frames.

# through my eyes

JustMILO frames are ultralight and flexible, designed to move with you, and follow every shift in style and mood. Made for young people.



# Frame info



24 frames, lightweight. Designed in Denmark, made for young people.

## THE G850 COLLECTION:

Crafted from G850, a lightweight material made with 46% bio-based content, the G850 collection brings together timeless silhouettes with modern versatility.

## THE METAL COLLECTION:

Crafted from 100% recycled stainless steel (rims and hinges), combined with memory metal temples and nose bridge, the Metal Collection embodies resilience, lightness, and refined design.

CASE

Composition: PU Coated RPET  
Pongee / RPET Polyester Lining /  
Drawcord + PP Bead.

CLOTH

Composition: 100% RPET Polyester 200G /  
Straight Cut / Reusable & Washable.



COMPOSITION:  
100% RPET Polyester 200G /  
Straight Cut / Reusable &  
Washable

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# Lena/ Krakow/ 19

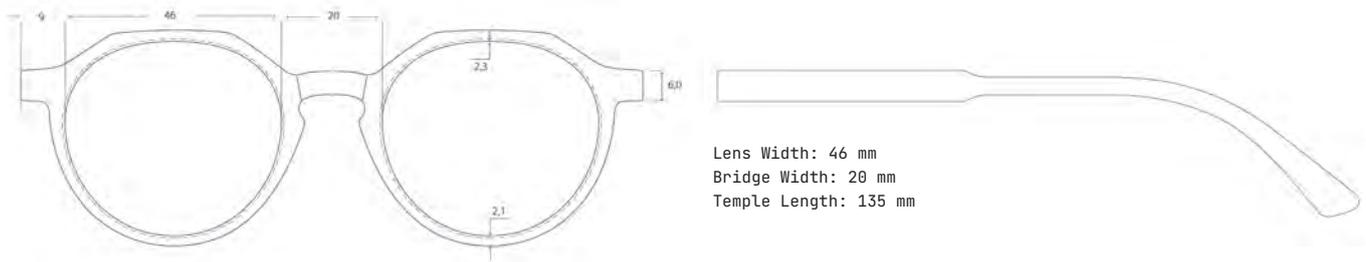
Wearing: JMG1 in Field

Through my  
eyes:

The world is full of colours and sounds that I lose myself in. Krakow's streets inspire me when creating my art, and every corner feels like a story waiting to be told. Art isn't just a hobby—it's how I make sense of the world, messy and vibrant as it is.

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# Model JMG1



JMG1 has a rounded silhouette with a flat top and slightly raised keyhole bridge, giving it a timeless yet modern edge. The solid construction feels durable, while the slim profile keeps it light and comfortable. A versatile frame designed for everyday movement and self-expression.

Crafted from G850, a lightweight material made with 46% bio-based content.



1304170 Classic Havana



1304171 Field



1304172 Clay



**Style  
that  
shifts,  
comfort  
that  
stays**



Julie/  
Nice/  
20

Wearing:

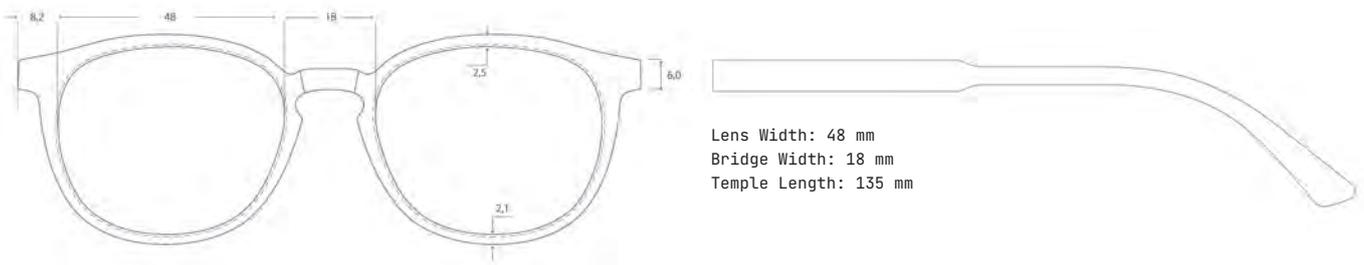
JMG2 in Sand

Through my  
eyes:

Nothing beats hours in a library or café, lost in books or deep conversations, with a good coffee in hand. Every question opens a door to something new. With all the fast-moving tech around us, I really hope we will never forget the real value of books, hand-made crafts and (most of all) real connection.

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# Model JMG2



JMG2 features a gently rounded square silhouette with a defined keyhole bridge, creating a confident yet understated look. The balanced proportions and clean lines give the frame a modern edge, while its slim construction ensures comfort throughout the day. A versatile design that adapts effortlessly to both professional and casual settings.

Crafted from G850, a lightweight material made with 46% bio-based content.



1304173 Ink



1304174 Blue Havana



1304175 Sand



# Lily/ London/ 15

Wearing:

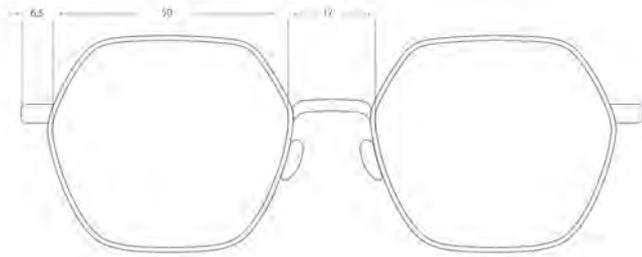
JMM3 in Rose / Clay

Through my  
eyes:

I often get lost in my own thoughts, drifting through busy streets and the constant hum around me. Even a rainy day can hold something magical if you know where to look. I wish for a world where we notice these little moments together, where understanding, kindness, and connection help bring more peace in this world.

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# Model JMM3



Lens Width: 50 mm  
Bridge Width: 17 mm  
Temple Length: 135 mm

Geometric yet minimal, JMM3 is ultralight, flexible, and built to bend without breaking. The slim hexagonal front gives it a modern edge, while adjustable acetate temple ends add balance and contrast.

Crafted from 100% recycled stainless steel for the rims and hinges, paired with memory metal temples and nose bridge.



1304182 Silver / Black



1304183 Gold / Field



1304184 Rose / Clay





**JustMILO frames,  
their stories.**



Nikolaos/  
Athens/  
17

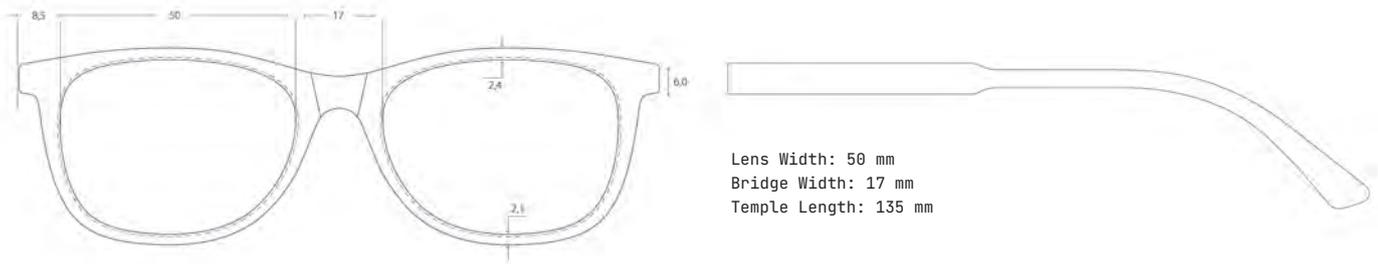
Wearing: JMG5 in Slate

Through my  
eyes:

I see the world in the people around me. Moments we really connect - like eating together, telling stories, laughing until it hurts - are what make life fun. Even when things get busy, those little moments are what really count. Remember to let the people close to you know they matter.

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# Model JMG5



JMG5 presents a bold square silhouette with softened edges, creating a confident yet approachable aesthetic. The slightly raised brow line adds structure, while the smooth bridge ensures balance and comfort. Strong in character but versatile in wear, this frame offers durability without compromising on lightness. Designed for everyday expression with a modern twist on a classic form.

Crafted from G850, a lightweight material made with 46% bio-based content.



1304176 Ink



1304177 Classic Havana



1304178 Slate



Frames  
that fit  
the  
moment.

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Will/  
Dublin/  
17

Wearing:

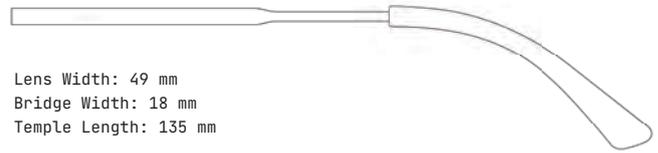
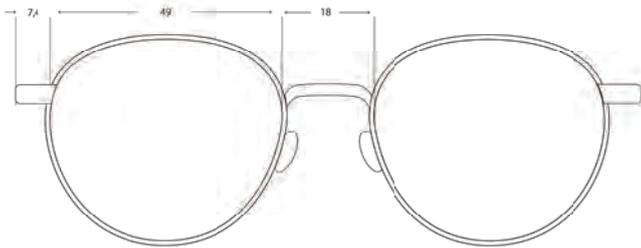
JMM6 in Black

Through my  
eyes:

The world is full of possibilities, and curiosity is what leads the way. Technology is part of this- It'd be amazing if technology helped us explore, create, and connect, not just scroll and consume. I love seeing places where people experiment and share ideas together, and I'm curious to see how all of this will develop.

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# Model JMM6



Lens Width: 49 mm  
Bridge Width: 18 mm  
Temple Length: 135 mm

JMM6 is a rounded classic panto-style, re-engineered. Ultralight, flexible, and built for everyday motion. The thin profile keeps it minimal, while the curved bridge and oval lenses give JMM6 a softer, timeless edge. Acetate temple ends add comfort and contrast. A versatile frame that balances function and style.

Crafted from 100% recycled stainless steel for the rims and hinges, paired with memory metal temples and nose bridge.



1304185 Silver



1304186 Gold



1304187 Black



Made for



Built for

change.



real life.

# Lisa/ Rotterdam/ 17

Wearing:

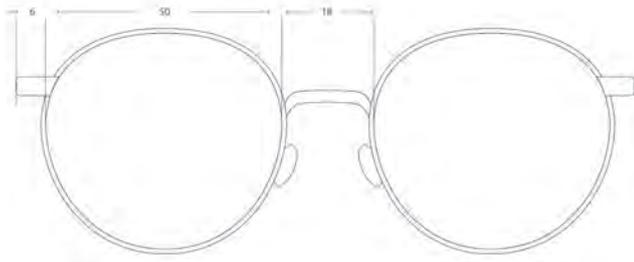
JMM7 in Gold / Black

Through my  
eyes:

Helping others achieve something - whether it's a small idea or a bigger goal we work on together - is one of the most rewarding things. In my city, everything seems to be moving, and I'm lucky to be surrounded by people who encourage you and always have your back. I wish everyone could have that kind of support - people who help you grow.

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# Model JMM7



Lens Width: 50 mm  
Bridge Width: 18 mm  
Temple Length: 135 mm

JMM7 has a refined round silhouette with a slim profile, offering both resilience and flexibility. The lightweight construction ensures lasting comfort, while the minimalist lines give it a timeless sophistication. A frame that embodies durability, elegance, and effortless wearability.

Crafted from 100% recycled stainless steel for the rims and hinges, paired with memory metal temples and nose bridge.



1304188 Gold / Black



1304189 Silver / Field



1304190 Rose / Clay







A little awkward, a lot myself. JustMILO

# Alexander/ Berlin/ 18

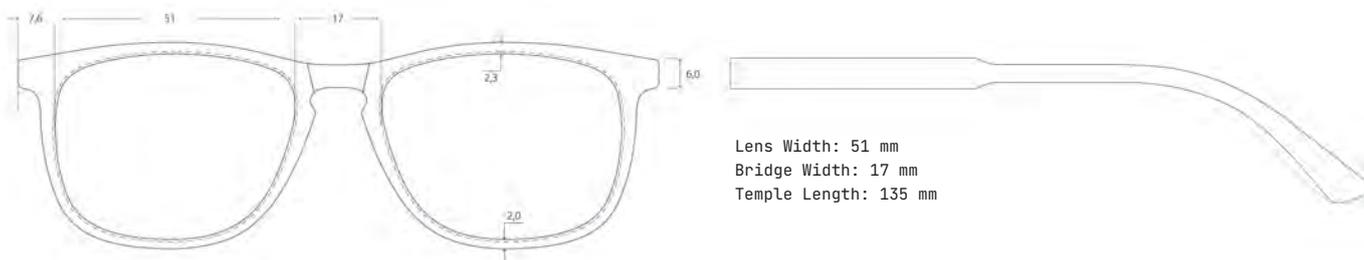
**Wearing:** JM68 in Classic Havana

**Through my  
eyes:**

Every street and every crowd hides an opportunity to learn, create, or make something happen. I love noticing what others miss and pushing myself further. At the same time, it's important to stay open, respect everyone, and chase who we truly want to be.

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# Model JMG8



Lens Width: 51 mm  
Bridge Width: 17 mm  
Temple Length: 135 mm

JMG8 features a bold square silhouette with defined lines and a subtle keyhole bridge, giving it a strong yet versatile character. The solid build ensures durability, while the slim profile keeps the frame light and comfortable for daily wear. Designed to adapt to every shift in style and mood, it's a modern essential for everyday expression.

Crafted from G850, a lightweight material made with 46% bio-based content.



1304179 Ink



1304180 Classic Havana



1304181 Carbon



# Oliver/ Bergen/ 19



Wearing:

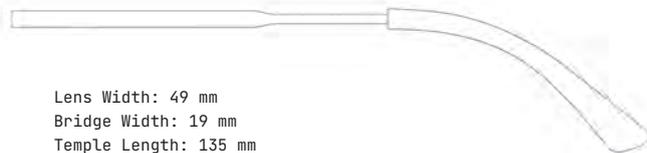
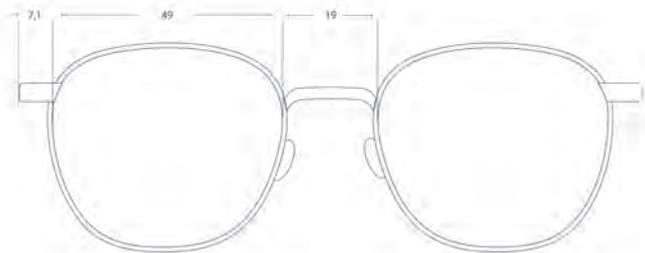
JMM10 in Black

Through my  
eyes:

The world feels different when you're outside. It's easier to think, notice what matters, and feel alive. We could all do more of that: step outside, cherish the green spaces around us, and let the world guide the day. Nature gives us so much - now it's our turn to give back.

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# Model JMM10



Lens Width: 49 mm  
Bridge Width: 19 mm  
Temple Length: 135 mm

JMM10 features a soft square silhouette with gently rounded edges, striking the perfect balance between structure and subtlety. The lightweight construction ensures resilience and flexibility, while the refined profile makes it a versatile companion for both professional and casual settings. Designed with a focus on sustainability, making style and responsibility go hand in hand.

Crafted from 100% recycled stainless steel for the rims and hinges, paired with memory metal temples and nose bridge.



1304191 Black



1304192 Silver



1304193 Gold





Oliver - JMM10



Honest words, unpolished  
visuals, and everyday moments.  
No scripts, no filters - just  
real voices in JustMILO frames.

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## **See the world your way.**

**JustMILO is made for those who move, change, and express themselves freely. Our frames are light, flexible, and built to follow every shift in mood, trend, and perspective. Inspired by real voices and real moments, we celebrate individuality in all its forms. Because when you see the world through your own eyes, confidence comes naturally.**

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MILK



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# Model index

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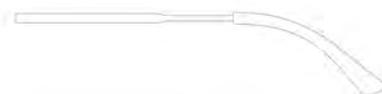
JMG1



JMG2



JMM3



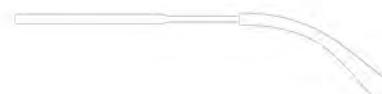
JMG5



JMM6



JMM7



JMG8



JMM10





Check all model information on [www.justmilo.com](http://www.justmilo.com)

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## Contact

Breitfeld & Schliekert GmbH  
*A Hilco Vision Brand*

Max-Planck-Straße 30  
61184 Karben/Germany

+49 (0)6039 993-9910  
info@b-s.de  
www.b-s.de