



NEUBAU

LOOKBOOK 2026

I AM HUMAN/I AM NATURE

We embrace the full spectrum of identity sharing the same values. Our 2026 campaign puts the human being at the centre — not as a fixed idea, but as a growing, shifting, dynamic individual. Bold and quiet, classic and experimental, rooted and cosmopolitan: we are all made of contrasts. That's human nature.

Each of the following chapters focuses on a different facet of human nature, translating these ideas into material, color, and design.

DESIGN WITH PURPOSE

Since its founding in 2016, NEUBAU has defined a space where responsible action meets progressive design. Rooted in Austrian heritage, our production takes place locally, using sustainable materials and advanced technologies to create frames that are as refined as they are responsible.



I AM CHAOS/I AM ORDER





Our new 3D Printed Collection introduces Lucid PX
— precision shaped by light.





“This collection captures the energy of contrast — freedom of expression turned into product by precision and structure. It’s a testament to how technology can enhance, not replace, the human touch in design.”

Gabriel Kirschner
NEUBAU Product Designer





LUCID PX - A LOOK THAT FEELS BOTH FUTURISTIC AND ORGANIC

Crafted through Digital Light Processing, the frames are produced additively — with minimal waste and a low carbon footprint. The new Lucid PX material captures light in a distinctive way, giving each piece natural depth and a soft matte surface. Because the color runs through the polymer itself, no coating is required. It is resistant to oxidation, UV exposure, make-up, and the demands of everyday wear. The result: long-lasting quality and a bold, yet pure style-statement.







SPECIAL EDITION





LIMITED TO 108 PIECES WORLDWIDE

A design object where technology meets emotion — sculpted from light,
created for those who lead quietly.



UNDER the surface — your attitude remains visible.





I AM GROWING/I AM GROUNDED





TEN YEARS OF EVOLUTION

In a world that never stops moving, we stay true to what matters. Growth, for us, starts with knowing where we come from: clean lines, honest materials, enduring quality. For a decade, NEUBAU has stood for trust, consistency, and timeless design. We grow by staying connected— to our origin, to our values and to the people who share them. It's not about reinventing everything; it's about refining what we believe in, step by step, shape by shape.





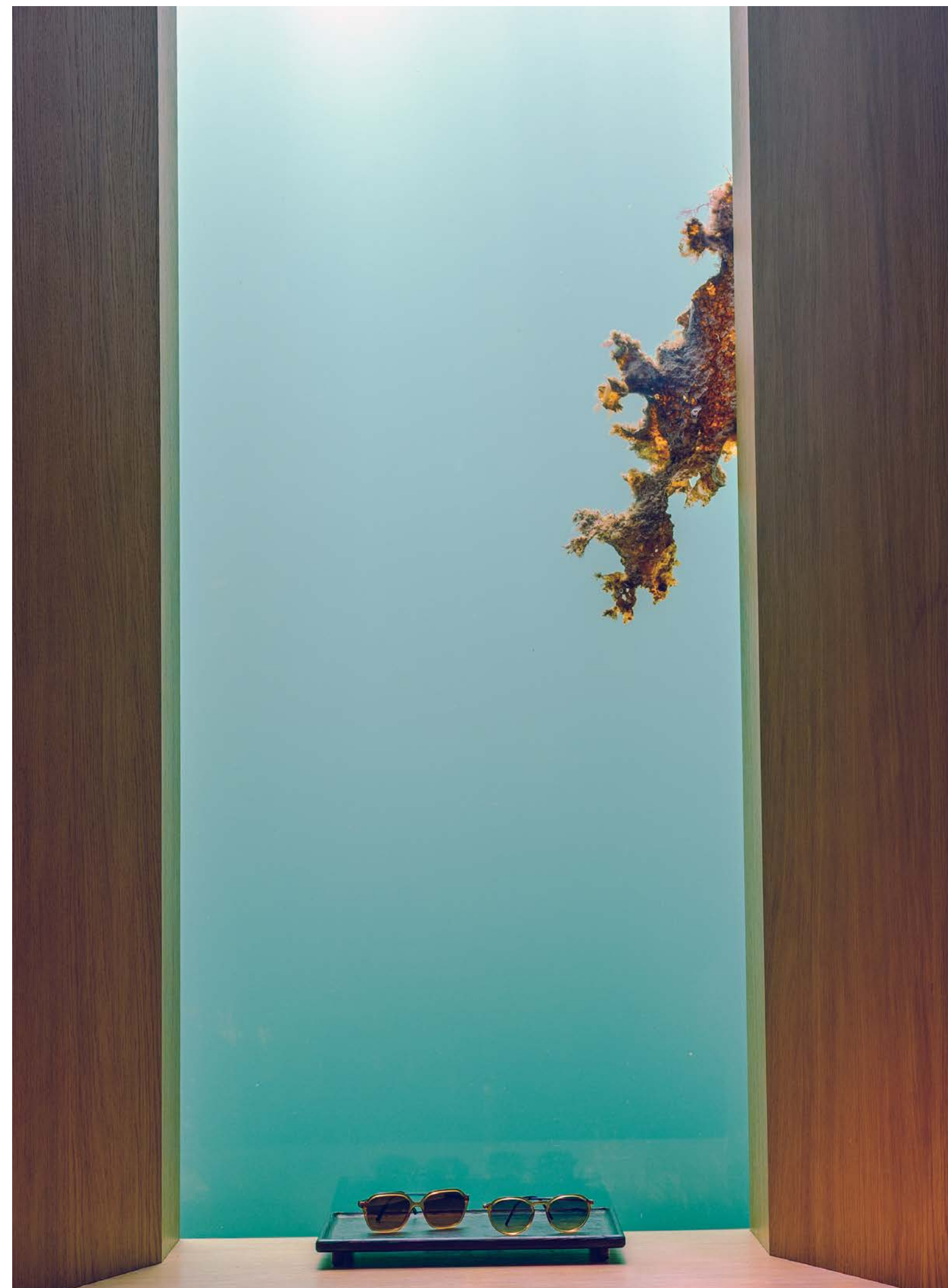
I AM CALM/I AM WILD





THE BALANCE OF OPPOSITES

Sometimes you need calm to find your focus.
 Sometimes you need movement to feel alive.
 Both live within you — stillness and drive, clarity and impulse.
 We see that. We design for that.
 That's what Solar Orange, our Color of the Year, is about. It carries warmth without noise, energy without rush. It reminds you that calm doesn't mean still, and wild doesn't mean loud.
 In the end balance is not what you find — it's what you create.





*You breathe in the quiet,
you let go of the rush.*

What remains is you.





We're all made of contrasts. Calm and wild, growing and grounded, creative and structured.

Design helps us bring those sides together — to express who we are, and to feel connected to the world around us. That's what inspires us every day: to create something that feels real, honest, and alive.



CREDITS

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Page 4: T213 Emil* & T210 Fritz* | LucidPX
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Page 6: T210 Fritz* | LucidPX
Page 7: T214 Friedrich* | LucidPX
Page 8: T716 Tilda* | LucidPX
Page 9: T716 Tilda* | LucidPX
Page 10: T213 Emil* | LucidPX
Page 11: T213 Emil* | LucidPX
Page 13: T716 Tilda* | LucidPX
Page 14: T210 Fritz* & T213 Emil* | LucidPX
Page 15: T212 Magnus* | LucidPX
Page 17: T715 Balder* | LucidPX
Page 18: T715 Balder* | LucidPX
Page 19: T715 Balder* | LucidPX
Page 20: T715 Balder* | LucidPX
Page 22: T035 Thomas | NaturalPX
Page 23: T649 Barbara | NaturalPX
Page 24: T650 Adam | NaturalPX
Page 25: T650 Adam & T649 Barbara | NaturalPX
Page 26: T013 Hemma | NaturalPX
Page 27: T013 Hemma & T035 Thomas | NaturalPX
Page 29: T195 Sophie* | NaturalPX
Page 30: T708 Jana* | NaturalPX & T682 Eugen* | NaturalPX/Steel
Page 31: T708 Jana* | NaturalPX & T682 Eugen* | NaturalPX/Steel
Page 32: T177 Anouk* | NaturalPX/Steel
Page 34: T186 Caleb* | NaturalPX/Steel
Page 35: T708 Jana* | NaturalPX
Page 36: T186 Caleb* | NaturalPX/Steel
Page 38: T715 Balder* | LucidPX

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