

D'Yavol X Makes a Style Leap: Launches First-Ever Luxury Eyewear Line

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D'Yavol X — the luxury streetwear label co-founded by Shah Rukh Khan, Aryan Khan, Leti Blagoeva and Bunty Singh — has officially expanded its creative footprint beyond clothing. On December 2, 2025, the brand launched its first luxury eyewear collection, signalling a major evolution from streetwear staples to high-end accessories.

The new eyewear line is being sold exclusively via the brand's D2C e-commerce store — underlining the brand's global ambitions while maintaining direct control over distribution.

Craftsmanship & Vision

- The eyewear is **handcrafted in Japan**, using premium materials like **titanium and select acetates**, paired with **ZEISS lenses** — a nod to global standards of craftsmanship and optical precision.
- The first drop comprises **five distinct styles** — *Shift*, *Now/Then*, *Layered I & II*, *Switch*, and *Grand Tour*. Price range for the sunglasses is between **₹28,000 and ₹41,000**.

According to the founders, this eyewear line stems from a deeply personal place: a longtime passion (particularly of Shah Rukh Khan's) for sunglasses and self-expression through style.

To announce the debut collection, D'Yavol X released a cinematic campaign film titled “**Step Into The Light**”, starring Shah Rukh Khan. The ad unfolds against a stark desert backdrop — sweeping dunes, shifting sands unveiling a hidden frame, and a dramatic reveal of the sunglasses. The visuals amplify the brand's ethos: bold, minimal, and strikingly expressive.

Aryan Khan, who directed the campaign, said the desert served as a metaphor: vast, raw, and timeless — mirroring D'Yavol X's ambition to merge Indian identity with global luxury sensibilities.

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