

Johann von Goisern – The original. Handcrafted in Austria.

Dare to be different.

In Bad Goisern, in the heart of the Salzkammergut region, eyewear with character has been created for over 40 years – crafted with heart, heritage and the utmost precision.

Johann von Goisern stands for genuine craftsmanship, sustainable materials and a design that is rooted in the region and inspires people worldwide.

Craftsmanship with attitude

Each pair of glasses is a piece of Austrian identity: designed and handmade in Bad Goisern, manufactured in over 80 steps and made from 72% cotton acetate.

Our production methods combine innovation with responsibility.

Short delivery routes to our partners, conscious use of resources and the largest solar panel system in Bad Goisern make Johann von Goisern a brand that lives sustainability – not just communicates it.

Design inspired by flora and fauna

The nature of the Salzkammergut is our muse: lakes, forests, mountain landscapes and colours that refract the light. This inspiration is reflected in every collection – in bold colour combinations, striking layers and an aesthetic that celebrates individuality.

Johann von Goisern is more than just design – it is an attitude to life that combines fashion consciousness, naturalness and a love of colour.

Our four collections – Adult, Art, Sun and Classic – demonstrate just how versatile modern craftsmanship can be.

With the world's largest multi-layered acetate collection, we set international standards while remaining true to our origins.

Why opticians rely on Johann von Goisern

- A brand of glasses with history and emotion that you can tell your customers about
- Exclusivity & originality – the original from Austria.
- Short distances & fast delivery times – thanks to manufacturing and distribution in Austria
- Available in over 25 countries worldwide
- Sustainability & quality – made from natural materials, with responsibility
- Long-term customer loyalty – buyers become fans: in the Johann von Goisern Club, you can expect a welcome package, competitions, the digital Frame Finder and much more.
- Johann von Goisern inspires: JvG wearers are fans who share their enthusiasm for Austrian glasses with colourful stripes with those around them.

Brief description:

In tune with the times – with roots in craftsmanship

Johann von Goisern stands for colourfulness, originality, regionality and joie de vivre.

For over four decades, glasses have been manufactured in Bad Goisern that are not only seen but recognised.

Because anyone who wears Johann von Goisern glasses is wearing a piece of Austrian craftsmanship – the original when it comes to colourful glasses.

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