

BOGNER EYEWEAR COLLECTION Spring/Summer 2023

Athluxury sports fashion brand BOGNER has enjoyed an exceptional reputation since 1932. For the new Eyewear Spring/Summer 2023 collection the core elements of the brand, a luxurious fashion claim, extravagant design with a touch of sportiness, are combined.

BOGNER continues to develop the extraordinary Side Shields on a regular basis. This season, the new unisex Ambassador Style convinces with an extravagant look while enhancing the sporty functionality of the glasses. The use of the Side Shields protects the eyes from wind and weather. In combination with the polarizing sunglass lenses, the light weight due to the use of TR90 as well as the non-slip coating in the nose rest area and in the temple end, BOGNER offers a sporty look with maximum wearing comfort. An embossed logo lettering in the cheek piece and the iconic BOGNER-B in the temple end complete the frame.

A continuation of the past successful model, the Shield element is additionally centered in the front of the glasses and completes the look with a movable Side Shield that is fully retractable and showcased with metal rivets. Glamorous vintage shapes are enhanced with the stylish design, giving them an exclusive 1920s look. A laser engraving of the logo in the center shield highlights the innovative design.

The dominant vintage influence is also found in the women's models. Vintage butterfly shape as well as round lenses are available in a sunglasses and a prescription frame. The slim temple concept frames the acetate frames and puts the focus on the sophisticated side shields with side rivets.

Impressive color gradients underscore the extravagant design of the eyewear. High-quality color combinations such as black with Havana, warm vintage-inspired tones such as camel and fudge, and an elegant interplay of black, white and gold are used. Color-coordinated laminations and the iconic BOGNER B as a vertical decoration complete the look as subtle details.

A characteristic feature of BOGNER are the iconic stripes, which are taken up for the first time this season in BOGNER Eyewear, each in two filigree metal frames for women and men. The feminine shapes "Vintage Square" and "Cat-Eye" harmonize perfectly with the color-contrasting stripe on the edge of the eye. The color accent in the front and the exclusive colorblocking make the shapely frame unfold its engaging effect. With its unusual ice effect, the white model looks particularly luxurious thanks to soft and clear tones and underscores a sporty lightness. The logo is subtly placed on top of the temple. The BOGNER design language comes to the fore dominantly in the three-dimensional temple. Width, shape and curve are inspired by a typical sports jacket. The longer temple of the men's models is also recognizably based on the designs of well-known skiwear. Masculine shapes such as "Square" or a sporty nylon frame are given a powerful accent by the dynamic stripe throughout the temple.

As in every season, the Eyewear collection's luxurious designs and select color palette complement the seasonal collections of Athluxury Sports Fashion Brand BOGNER. In the BOGNER Eyewear Spring/Summer 2023 collection, white and black meet a rich camel beige and are combined with highlight accents from an energetic Electro Blue, a bold Power Pink and a sophisticated Chic Olive.

Background information

Willy BOGNER GmbH, headquartered in Munich, is an internationally successful lifestyle company and leading supplier of exclusive sports fashion, luxury sportswear and designer fashion. The company operates under the BOGNER (Woman, Man, Sport, Kids) and FIRE + ICE brands as well as licenses in over 50 countries. The company, which has been in existence since 1932, is managed by Gerrit Schneider and owned by Willy Bogner.