

# MENRAD

THE VISION



## JAGUAR EYEWEAR COLLECTION

Spring/Summer 2023

# JAGUAR

"Modern Luxury" - under this motto, the long-established JAGUAR brand is reinventing itself and shaping a fascinating future. The declared vision for 2025 is: to become the proud manufacturer of the world's most desirable luxury vehicles for discerning customers. To achieve this, an inventive communication concept with almost mysterious imagery is implemented, the product range will be adapted in an unconventional way, and a self-confident brand identity will be presented. JAGUAR interprets the leitmotif in a style that is both reduced and expressive. Beautifully shaped details and luxurious interiors are emphasized. This development is also reflected in the leading men's collection on the eyewear market. The different segments do authentic justice to the facets of the JAGUAR identity.

The **Spirit** segment embodies the **modern** facet of JAGUAR's guiding motto. The designs are urban, dynamic, colorful, contrasting, smart and, above all, emotional. The numerous design parallels also reflect the strongest inspiration from the JAGUAR cars. For example, the new temple design with its bold lamination accents is based on the front chassis. In addition, the ergonomic shapes and sporty offset front create a young, modern look. The metal frames are available in a nylon and a full rim version. The full rim frame thrives on a novel, expressive shape and the high-quality details. The highlight of the Nylon model is the innovative use of dynamic color elements such as the accentuated nylon thread. The sophisticated placement of the colors in combination with muted base tones ensures that the designs appear reduced and valuable. The acetate frames also guarantee everyday wearability with easy-to-wear shapes and set their accents with laminations in the temple end and the color-lined logo. The minimalist, Scandinavian-style models with calm fronts appear friendly and young thanks to the trendy vintage shapes. The color combinations serve the trends Havana and opaque tones or create particularly modern moments with fresh mint or light blue.



Mod. 33625

The central element of the **Classic** line is **luxury**. The designs look particularly elegant, sophisticated and elevated thanks to craftsmanship, enhanced gloss effects, polished materials and radiant galvanics. The metal frames are enriched with fine decorations and the temple is also embellished with luxurious details inspired by the embossing of the Dunlop tire profile. Shiny and matte highlights, including on the inside of the temples, give the models a consistent and harmoniously rounded look. Two Eyewear sizes flatter different faces. One nylon and one acetate frame each use the same design language and lend noble metal decorations a striking effect. The inlaid logo in the temple is additionally accentuated by gold elements. In these prescription frames, the luxurious effect unfolds not only through the most valuable materials, but above all through the craftsmanship. Thus, the details are polished by hand. The warm, leathery colors like the rich burgundy round off the glamorous classics.



Mod. 33120



Mod. 35601

The perfect fusion and thus the symbol of the **Modern Luxury** central theme is formed by the **Performance** models. The modernity is characterized by lightness, innovation and clean design, while the luxury is expressed in outstanding materials and maximum comfort. The new titanium frames, for instance, are of enormously high quality and are available in a modern full rim and a sporty nylon version. Curved lenses and sweeping lines give the clean frames a pleasing flow.

The combination models also thrive on quality and comfort. The use of ULTEM material not only enables minimal weight, but also underlines the functionality of the ergonomically shaped designs. This is also supported by the shorter Double Injection temple end, which is particularly popular due to the rubber coating with anti-slip function. The balance between innovative materials and vintage colors, as well as the color gradients with Havana patterns complete the look that is representative of JAGUAR.



#### Background information

JAGUAR

Jaguar has made dramatically beautiful luxury cars since 1935, driven by its passion to make life more extraordinary for its customers. Today's world-class Jaguar model range comprises the XE and XF saloons and XF Sportbrake, F-TYPE sports car, F-PACE performance SUV, E-PACE compact performance SUV and all-electric performance SUV, the I-PACE. From 2025 Jaguar will become a pure electric modern luxury brand with a dramatically beautiful new portfolio of emotionally engaging designs and pioneering next-generation technologies. The journey towards electrification is already under way with a range of mild and plug-in hybrid and full electric models available today.

<https://www.jaguar.de/>

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