

# JOOP!

## TREND REPORT JOOP! EYEWEAR BIO ACETATE RX COLLECTION SPRING SUMMER 2022



JOOP! is one of the most renowned German fashion brands in the premium segment - designed for design-affine, self-confident men and women.

Like the fashion collections, JOOP! eyewear strikes a balance between trend consciousness, a touch of extravagance and casualness suitable for everyday wear. The urban, modern designs with refined details, discreet branding and with a high level of wearing comfort offer a reliable choice for a broad, fashion-conscious target group.

Sustainability is an increasingly important topic in eyewear, as it is in almost all areas of life. The demand for biodegradable materials and solutions to reduce the burden on the environment is increasing. JOOP! has recognized this need and is setting new standards in the eyewear industry. The German brand has earned an international reputation for its innovative, trend-setting design and high product quality. With the Bio Acetate Eyewear Collection, JOOP! strengthens this positioning and is one of the first well-known premium brands to focus on sustainability in the eyewear product area.

The new spring/summer 2022 collection features 16 prescription models, each in three trendy color variations, made of organic acetate. With a focus on sustainability, materials were used that are biodegradable and thus have less impact on the environment during production as well as at the end of their service life. Among the 8 attractive women's and refined men's glasses, there are pure acetate frames and combination models with high-quality stainless steel temples or metal fronts with acetate temples. The sustainable styles serve a wide target

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group in single-color, discreet versions or as patterned, eye-catching variants. Organic acetate differs from conventional acetate in that it contains a high proportion of natural substances, namely cellulose from cotton or wood pulp.

JOOP! eyewear is made of organic acetate from renowned manufacturers. Producers like Mazzucchelli publish transparent information about their material and certifications (<https://www.mazzucchelli1849.it/pages/m49-bioplasic>). For example, the FSC-certified acetate from JinYu is made from cotton cellulose with organic, biodegradable plasticisers. The organic acetate of the other producers also differs from conventional acetate in that it contains a higher proportion of plant-based material, is free of standard plasticisers and, depending on the manufacturer, is biodegradable or even compostable. This means less environmental damage after use. In addition, fewer greenhouse gases are released during the entire life cycle of the product. Recycled acetate is also used in some cases. JOOP! also exploits the advantages for high-quality eyewear. For example, the material is compatible with polycarbonate lenses.

JOOP! glasses made of organic acetate are stylish premium products that both the environment and demanding spectacle wearers will enjoy for a long time to come!

In addition to the eyewear, the POS advertising materials will be converted to sustainable materials from January. In addition, a gradual conversion of the product fittings is planned. The first step has already been taken: From now on, polybags made of sustainable, certified material will be used as protective covers for the glasses.

## **THE BRAND JOOP!**

## **TOGETHER WE CREATE A BETTER FUTURE!**

JOOP! stands for innovative, trend-setting design and high product quality. Our fashion embodies "sexiness" in the sense of SELF-CONSCIOUSNESS, SOVEREIGNTY AND STRENGTH. As a brand, we face the challenges of this time and continuously work to become better. Sustainability is a key issue for us. We have therefore asked ourselves how we can combine the one with the other, be attractive and appealing and at the same time be sustainable. Under the motto "sustainability", we have found a sustainable answer and developed a strategy that benefits both our environment and you, our customers. The increasing use of recycled materials is just one approach that is already being successfully implemented at JOOP! Our core values shape our efforts to discover new ways and opportunities to make our production methods more environmentally friendly.

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JOOP! is the successful lifestyle brand with German roots and an international reputation. The product portfolio includes menswear and womenswear in the premium segment and is aimed at self-confident and style-conscious men and women with a high affinity for fashion and design. The JOOP! and JOOP! JEANS collections convince with innovative design and a high quality of materials and workmanship. JOOP! stands for a self-evident sexiness, celebrates status and self-confidence. Bags and shoes, jewellery, watches and eyewear, bodywear, beachwear and legwear as well as a Living Collection complete the range.

[www.joop.com](http://www.joop.com)

## MENRAD

MENRAD the vision was founded in 1896 and is now in its fourth generation of family ownership. Headquartered in Germany and managed by brothers Hermann and Eberhard Müller-Menrad, the company now has more than 800 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. MENRAD has been operating its own frame production in Jieyang, China, for 20 years. With the house brands MENRAD and Blueberry as well as the licensed brands Bogner, Jaguar, Joop! and Morgan de toi, Menrad sells on all continents in the upmarket market segment from its globally renowned brand portfolio.

<https://www.menrad.de/en/>