

JOOP!

TREND REPORT Fall/Winter 2023 – JOOP! EYEWEAR



JOOP!, the renowned German fashion brand in the premium segment, is once again setting standards in design and style with the launch of its new eyewear collection for the 2023 autumn/winter season. JOOP! Eyewear reflects the brand's DNA and presents cutting-edge designs with subtle and refined details. With fresh colours, innovative materials and trendy lens shapes, the new models set inspiring accents.

The autumn/winter collection offers a choice of 14 new prescription models, providing a reliable selection for a sophisticated and fashion-conscious target group. Eight women's models and six men's frames encourage the self-confident celebration of one's own individuality with a touch of luxury and originality. As usual, mainly sustainable materials have been processed with precision to create eyewear that not only impresses visually but also performs well from an ecological point of view. The colour palette of the new collection follows modern trends and features impressive shades such as Floral Pink, Caramel Fudge, Miami Blue and Peppermint.

The focus of the new collection is on the expressive **acetate frames** with discreet branding that embody sophisticated casualness. Exclusive colour effects give each model a unique, expressive touch.



Mod. 81206

From subtle colour gradients to bold contrasts, the glasses offer a variety of designs to enhance personal style. Excellent quality materials achieve a high-class effect and ensure the best wearing comfort.

Another eye-catcher are slim **combination models** that combine functionality and style at the highest level.



In the women's segment, the new styles inspire with trendy lens shapes that exude incomparable elegance thanks to particularly fine acetate rings and soft colour nuances.

In the men's range, the frames are designed in trendy must-have shapes that are not only aesthetically striking but also wonderfully comfortable to wear thanks to the fine acetate profile and fashionable metal mono temples.



The wide product range is complemented by two **metal models** that offer discreet refinement and modernity at the highest level.



The women's model features bold colour accents on the outside of the front, which create an exciting contrast to the filigree metal mono temples without temple tips.

The men's model presents itself modern and simple, the subtle cut-out decor underlines the minimalism of the model and emphasises the quality and precision that is infused into every pair of JOOP! glasses.



THE JOOP! BRAND

JOOP! is the successful lifestyle brand with German roots and international renown. The product portfolio spans premium menswear and womenswear and is aimed at confident and stylish men and women with a strong interest in fashion and design. The JOOP! and JOOP! JEANS collections impress with their innovative designs and high-quality fabrics and finishes. JOOP! stands for self-evident sexiness and celebrates status and confidence. Bags and shoes, jewellery and watches, eyewear, bodywear, beachwear, legwear as well as a living collection complete the portfolio.

www.joop.com

Contact:

Ferdinand Menrad GmbH + Co. Design + Werbung KG
Hofmannstraße 27, 81379 München

Carolin Christin Fraydl: Head of Marketing & Licences
Tel: +49 (0) 89 / 710 91-850
Mail: cfraydl@menrad.de