

MENRAD

THE VISION

PRESS RELEASE

TREND REPORT Spring/Summer 2023 – JOOP! EYEWEAR

JOOP!

JOOP! as a name not only stands for sovereignty, self-confidence and strength, but also enjoys an exceptional reputation as a German lifestyle brand in the international premium market. With trend confidence, cool sex appeal and an enjoyable attitude to life, the established fashion brand appeals to a design-savvy, casual and discerning target group. At the same time, JOOP! does not compromise on wearing comfort and relies on high-quality materials such as organic acetate.

The new spring/summer collection 2023 includes 15 models, including 6 women's, 2 unisex and 7 men's frames. These include some very commercial models, with which JOOP! expands its range for a target group that values casualness and naturalness. Furthermore, each design reflects a touch of extravagance and an exquisite sense of sophistication.

In three modern combination models, JOOP! further develops the popular men's models from the last collection and transforms them with filigree acetate rims. The minimalist prescription frames impress with their versatility and suitability for everyday wear and increasingly combine angular shapes with super-slim metal temples. A cool lightness is also created by the discreet breakthrough in the jaw of the glasses. The interplay of electroplating and translucency is shown off to particularly good effect by the use of high-quality materials. The trendy shades of black and havana are also making a comeback, giving the models a modern finish.



Mod. 82100



Mod. 81201

The sophisticated acetate models also complement their clean design with rich color combinations. The fine profiles with flattering, feminine discs or international, masculine shapes serve a broad target group. A valuable metal logo underscores the JOOP! claim to quality. This is also reflected in the two-tone models. Thus, the premium brand not only relies on trendy basic colors and fashionable Havana, but also

transforms highlight nuances such as glamorous petrol with perforated patterns into a discreet, flattering variation for stylish gentlemen.

The innovative use of color is also the focus of the metal models. For example, a voluminous eye rim in bold shades adds a sophisticated accent to the face of the glasses wearer. This novel look appears exclusive, self-confident and underlines an interesting personality. In contrast, the reduced, full-length mono temples take a back seat. The noble galvanic shades round off the designs with harmonious combinations such as navy with gold and anthracite with rosé.



Mod. 83318



Mod. 83316

Another trend highlight of the new collection is the slim metal model with fine, offset eye rims. It is a further development of the successful JOOP! series in current colors and popular panes. The elegant profile emphasizes an engaging look with its frontal color accentuation. The minimalist temple with a subtly laser-engraved logo also contributes to putting the face of JOOP! customers in the foreground.

For the first time, the new Spring/Summer 2023 collection also serves eyewear wearers who do not want to do without a touch of the original JOOP! style, but still prefer simple all-rounders with a high level of comfort and unrestricted suitability for everyday use. The metal trim models with a flat top bar do not allow for boredom. The charming vintage-inspired lens fits every face, fresh color combinations in moss green or light blue support the joyful look of the eyewear. Additionally, the portfolio offers a similar variation that reinterprets classic retro shapes. This metal frame is milled from one piece and exudes lightness and modernity with a slit jaw.



Mod. 83319

The versatile designs are at the center of the eyewear, so that the branding is restrained. In keeping with the trend-conscious brand core, JOOP! also focuses on sovereignty, sexiness and coolness in its color palette, choosing urban, modern, international tones. The core colors are a charming Beige Rose, warm Autumn Brown, accurate Deep Blue and rich Moss Green. The current collection thereby succeeds in striking a balance between naturalness, wearability and sophistication.

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Background information

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.

<http://www.joop.com>

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