

# MENRAD

THE VISION



## MENRAD EYEWEAR COLLECTION

Spring/Summer 2023

# MENRAD

SINCE 1896

MENRAD the vision is a leading eyewear manufacturer with a broad brand portfolio. In over 125 years of existence with established collections including Bogner, Jaguar, JOOP! and Morgan, the family-owned company has positioned itself as a manufacturer with a demand for responsible action, high wearing comfort, reliable quality and modern design. MENRAD also meets these criteria with its own brand collection and produces and distributes commercial, affordable and high-quality eyewear with appealing, modern design.

The 14 styles of the new Spring/Summer 2023 collection represent the MENRAD brand core in its versatility. For example, the Classic models with unagitated, timeless designs offer a rock-solid and affordable range, while the wide selection of the Modern Core segment prioritizes casual modernity. The Premium eyewear sets a fashion accent with high-quality details. The portfolio thus covers the needs of a broad target group that is not explicitly into fashion labels.

The centerpieces of the collection are one premium combination model each for women and for men. These designs combine natural elegance and valuable details with commercial, flatter lenses and put an exclamation mark on quality with a convincing price-performance ratio. The completely redesigned metal temple is not only totally reliable, stable and comfortable, but also creates a novel overall look with its inventive design and hinge. The two-tone, semi-placed or mottled colors additionally underscore the value and sophistication of the premium models. While the men's model comes along more reduced in color and thus represents a versatile, distinguished choice, the women's version captivates with fresher, spring-like colors.



Mod. 12050

The focus of the current portfolio is on a broad selection of core all-rounders. Eight acetate models enlarge the segment and underline the unagitated naturalness and modernity of MENRAD designs. This season, the commercial, popular and flattering shapes are implemented in a more colorful, fresher and somewhat younger way. The different variations serve every taste, are absolutely suitable for everyday use and enriched with noble metal decor. The choice and use of high-quality acetates, which emphasize the value of the models, should also be underlined. Elaborately crafted multi-layer material with harmonious color compositions create smart effects and successfully round off the prescription frames.



Mod. 11145

The metal models of the Core segment fit in seamlessly and also meet the demand for quality, comfort and modernity. MENRAD designs new styles with attached metal trims. The commercial men's frames thrive on dynamic color plays in fashionable blue and with bold accents. These elements are combined with large, deep lenses, and rectangular shapes celebrate their comeback. Matching colors in the reduced temples further emphasize the harmony of the models. The women's designs also play cleverly with embossed surfaces on the eye rim and in the temple, setting them off with more subtle color accents. This engaging look is enhanced by elaborate matte-gloss effects.



The Classic metal models offer a solid and reliable range, characterized by timelessness, everyday wearability and minimalism. The new collection includes a lighter nylon and a noble full rim frame. Classic shapes and masculine lenses come across as very elegant thanks to the combination with galvanic tones and valuable metal elements. The reduced, comfortable temple was also implemented in the popular Havana patterning.

Beyond that, the collection's color palette includes equally hip and wearable shades. Amber Brown is a warm nuance, Vintage Pink underlines femininity, Scarlet Red satisfies style-conscious eyewear wearers, and Classic Blue exudes sovereignty. MENRAD continues to dispense entirely with bold branding or dominant logo plates.

#### Background information

**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 today has more than 700 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. With the house brands MENRAD and Blueberry and the licensed brands Bogner, Jaguar, Joop! and Morgan de toi as well as Hackett, Pepe Jeans, Ted Baker, Scotch & Soda, Maje, Sandro and Benetton, Menrad sells on all continents in the upscale market segment from the globally renowned brand portfolio.

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

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