

MENRAD

THE VISION

PRESS RELEASE

MORGAN EYEWEAR COLLECTION Spring/Summer 2023

MORGAN
EYEWEAR

Charismatic sensuality, seductive lightness and modern glamour: this is the "Parisian Way of Life". Under this motto, the French fashion brand MORGAN picks up on this desirable attitude towards life and interprets the aesthetics of young, independent women from the city of love. MORGAN Eyewear combines elegance with light-heartedness, subtle charm with energetic self-confidence and gives all female customers an engaging charisma with playful details and that certain something. The new spring/summer collection 2023 includes 10 flattering prescription models with French spirit.



Mod. 203240

The highlight of the collection is five new metal models: the super-slim frames are combined with eye rims in vivid contrasting colors on the inside, top or all around. This feminine, playful design theme thrives on the intricate embossed work on the profile rims, which emphasizes the high value of the models. Two to three glamorous or springlike shades play together tastefully in bold colorblocking, harmoniously highlighting the designs from the eye rims to the temple. With these sophisticated

effects, the MORGAN brand brings freshness and self-confidence to its customers' faces while exuding joie de vivre. To offer the most flattering shapes for all face shapes, MORGAN has included urban slices such as Panto or Oval and modernized vintage-inspired variations such as the Butterfly Shape.



Mod. 203235



Mod. 202032

Even more trend-oriented and design-strong lenses are used in the must-have acetate models. The fashionable portfolio includes hexagonal and rectangular shapes in a graceful oversize style. The design of these frames focuses on reduced colors, flirtatious patterns and timeless Havana. The engaging lightness is rounded off, among other things, by the clean temples.

With their classic French aesthetic, MORGAN's all-around acetate models are aimed at the independent, down-to-earth woman. The flattened and round lens variations are easy to wear, versatile and timeless. The charming frames have a casual self-evidence expressed in discreet elements and chic shapes. The color palette of elegant brown, delicate light pink and popular Havana completes the exquisite finish of the Eyewear.



Mod. 202034

Across the collection, MORGAN demonstrates sophistication, freshness and vitality in terms of color choice. The highlight combination is the luxurious interplay of noble greige or powdery pink, which perfectly complements feminine evening looks. In addition, the bold "Urban Jungle" shade as perforated black, pink check, lipstick red and blue sporty chic, come into their own. All models have the unmistakable MORGAN signature in the form of subtle branding, tasteful decorations and high-quality metal elements.

Background Information



Morgan is a French fashion brand, which was founded in Paris and has been growing internationally since the 1990s. It now has almost 1,000 distribution points in over 30 countries. This brand for seductive, vivacious women has forged its reputation through legendary campaigns and its iconic slogan, "Morgan de toi". For 30 years, its chic, continually updated collections have been meeting the needs of women who want affordable, high quality fashion. Morgan's style is tailored to the everyday lives of all city women, with an emphasis on silhouette-flattering cuts and look-enhancing accessories.

www.morgandetoi.com

Contact:

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

Carolin Christin Fraydl: Head of Marketing & Licences · Tel: +49 (0) 89 / 710 91-850

Mail: cfraydl@menrad.de