

MENRAD

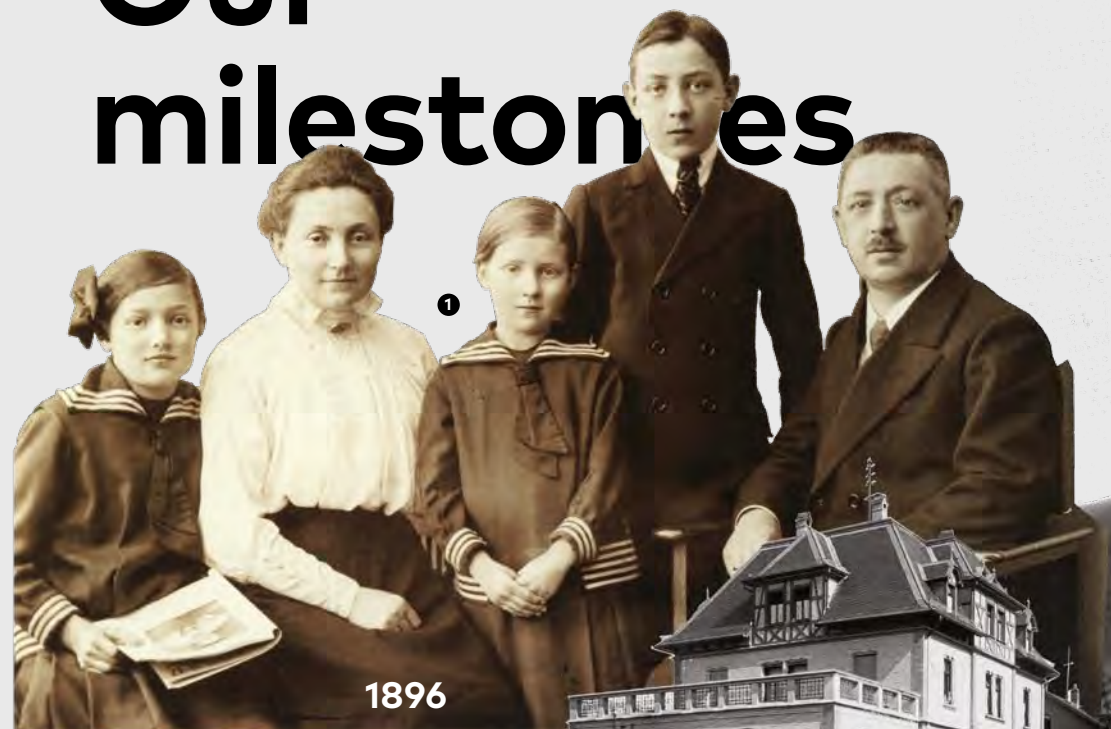


125
YRS

Our milestones

The first Generation
1896 – 1930

The second Generation
1930 – 1965



1896

1 Foundation

In 1896 the goldsmith Ferdinand Menrad founded the **Württembergische Optische Industrie-Anstalt** in the German town of Schwäbisch Gmünd. This photo, taken around 1915, shows Ferdinand Menrad with his wife, Rosa, and the children Marta, Gertrud and Ferdinand.

2 Where it all began

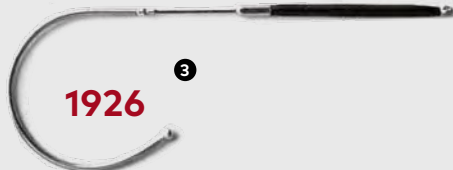
This residential building in **Königsturmstraße** in Schwäbisch Gmünd was the company's headquarters and factory **for 70 years**. It is still standing today.

3 Technical milestone

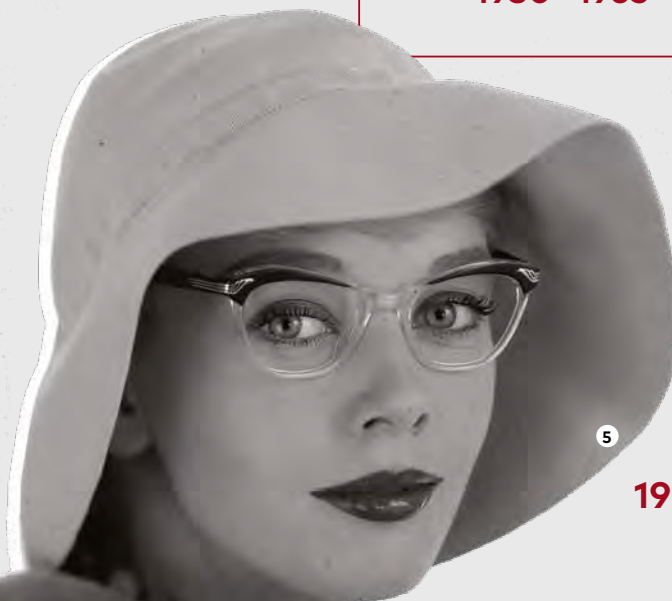
In 1926 Menrad came up with a **major invention**, the adjustable temple. It could be adjusted to any length simply by loosening a screw. The innovation became known as the **Hindenburg temple**, named after its most famous wearer, Germany's President Hindenburg.



1900



1926



1950



1930



1965

4 Learning overseas

In 1927 **Ferdinand Menrad Jr** took the decision to go to the USA for three years. There he would join American Optical in Southbridge, Massachusetts, to learn about the mass production of eyeglasses. Two years later, however, his father, Ferdinand Menrad Sr, died unexpectedly, leaving the 30-year-old to take over the family business. Taking the helm at such a young age was challenging: Menrad already had **100 employees** and a diverse collection with more than 300 different eyeglass frames.

5 Timeless elegance

In the 1950s cat-eye glasses came into fashion. They've now made a comeback and are available from Menrad in a variety of designs.

6 The third generation takes over

After 35 years **Ferdinand Menrad Jr** handed over the reins to his two sons-in-law, **Bernhard Müller-Menrad** and **Ulrich Fischer**. They were both 30 at the time and had graduated in engineering. Ferdinand Menrad Jr remained a consultant with the company until 1985.

**The third generation
1965–2003**



7 New address

In the 1970s Menrad outgrew its premises and relocated to a more spacious newbuild in **Oderstraße**, Schwäbisch Gmünd. The company **headquarters** remains in the same building to this day.

8 A welcome guest in India

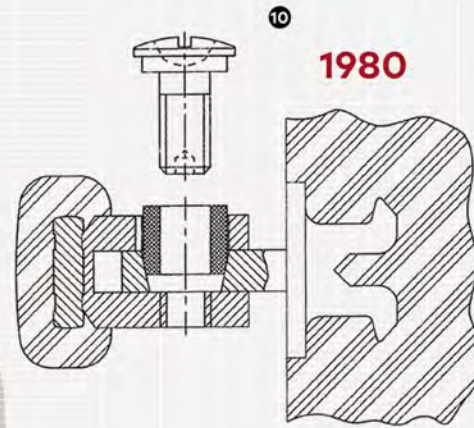
The **Made in Germany** promise was in demand not just in Europe but around the world. The Menrad family has long had very positive business relations with India that date back to before the subcontinent opened up to the world economy.

9 Onwards and upwards

In 1970 Menrad opened its first foreign operation, in **Malta**. Between 1973 and 1979 further sales offices opened in **Switzerland**, the **Netherlands**, **England** and **Ireland**.

**"We grew internationally early on,
which is fundamental to our
success today"**

Hermann Müller-Menrad



10 Technical innovation

In the early 1980s Menrad invented the **regulated hinge**, which made glasses much more comfortable to wear. A Teflon cartridge keeps the hinge screws firmly in place to prevent the temples from loosening.

11 A new chapter begins

In 1983 Menrad signed its first **licensing agreement**. A collaboration with **Jaguar Cars** marked the beginning of a lasting success story and continues to this day. The two partners have the same high standards for design, quality and fine materials.



11

1983

**The third generation
1965 – 2003**

1985

12 Menrad meets Fashion: Part 1
Bernhard Müller-Menrad developed the company's licensing business, attracting **Jil Sander** to its ranks. The collaboration with Germany's top fashion designer culminated in the launch of a high-profile women's eyewear collection that enjoyed particular success in the 1980s and 90s.



JIL SANDER
EYEWEAR



JOOP!
EYEWEAR

1987

13 Menrad meets Fashion: Part 2

Two years later Bernhard Müller-Menrad was able to entice a second world-renowned designer on board, **Wolfgang Joop**. The collaboration gave rise to **JOOP! Eyewear**. The brand's collections are always striking, and customers love them.



1990

14 The next generation is waiting in the wings: In 1991 Hermann Müller-Menrad (third from right) took over as managing director, joined in 1997 by his brother, Eberhard Müller-Menrad (right). Also in the picture (from left to right): Bernhard Müller-Menrad, Ferdinand Menrad Jr, Therese Menrad, Anna-Maria Müller-Menrad, Ulrich Müller-Menrad, Doris Müller-Menrad.

The fourth Generation 1991–today

15 Close ties with China

Hermann and Eberhard Müller-Menrad pushed ahead with the globalisation campaign, opening a **production facility in Jieyang, China**, in 1997. The 500-strong team at Xinrong Glasses manufacture **1.5 million frames** a year. The plant is managed entirely from Germany and produces designs from Munich and Schwäbisch Gmünd.



MENRAD

maje
PARIS

HACKETT
BESPOKE

Pepe Jeans
LONDON

sandro
PARIS

TED BAKER
LONDON

SCOTCH & SODA
AMSTERDAM

UNITED COLORS OF BENETTON

16

2010–2018

16

First encounter with Mondottica

In October **2010** a gala dinner in Jakarta, Indonesia, provided the backdrop for a chance encounter between Menrad and the Mondottica International Group. It soon turned out to be a fortunate coincidence.

A partnership begins

In **2014** Menrad and Mondottica established a joint venture, Mondottica Deutschland GmbH. The aim: to offer selected brands via the Menrad sales network – starting with Hackett.

The partnership grows

In **2018** Menrad the vision **acquired a stake** in the **Mondottica International Group**. It was the result of a successful collaboration and the mutual trust that had developed between the two organisations over the years.

2021

18 The present and future

Menrad the vision has been making frames for **125 years** and is now managed by the family's **fourth generation** of directors: Hermann (right) and Eberhard Müller-Menrad.

2019

17 A sporty partnership

In 2019 Menrad joined forces with the Munich fashion label **Bogner** to create a collection of sunglasses and corrective frames for men and women. The partnership added to the Menrad portfolio a life-style brand that stands for groundbreaking designs, uncompromising quality and absolute functionality.

17



18

125 YEARS