

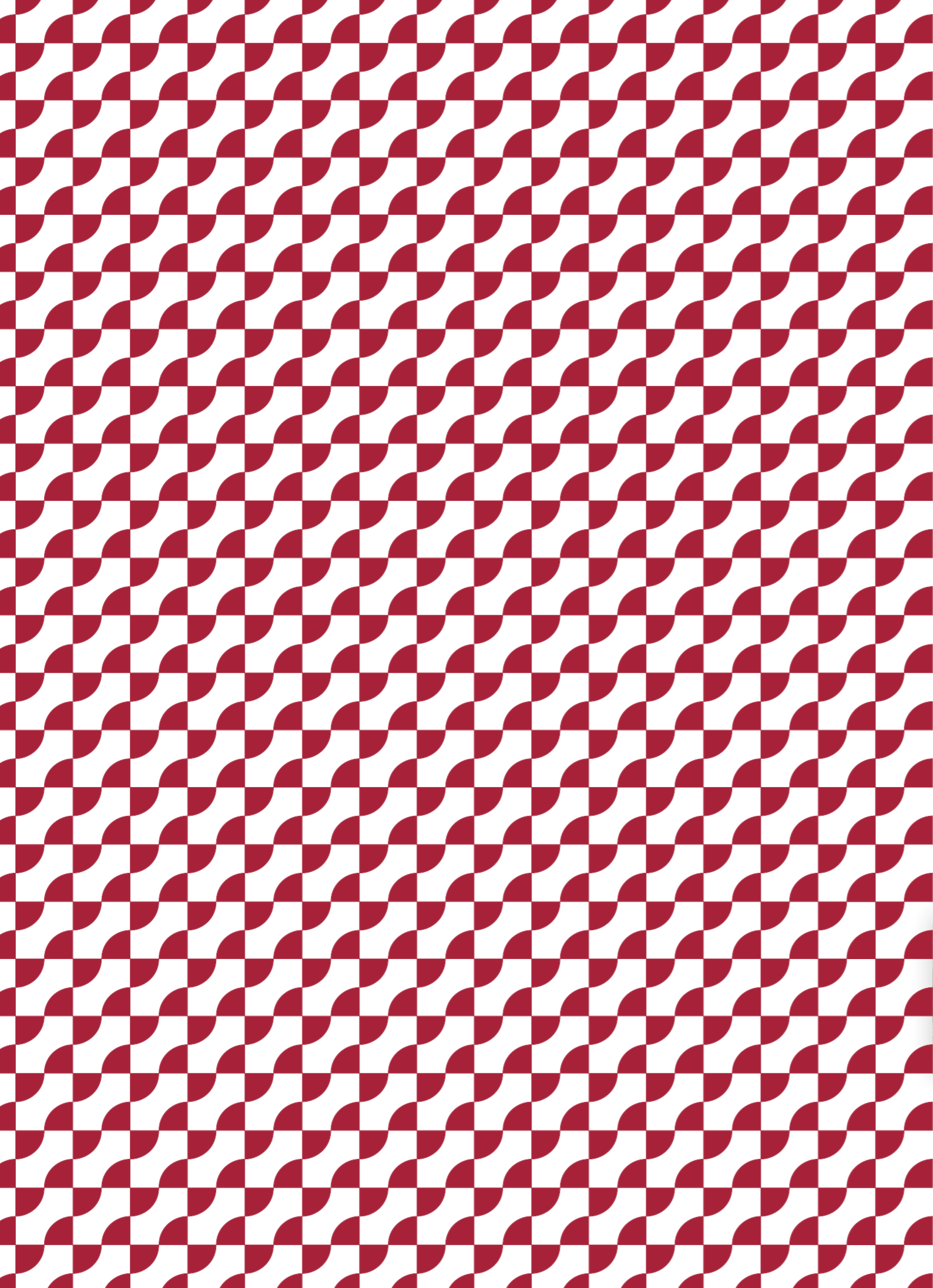
MENRAD

MAGAZINE

2021



A magazine to celebrate Menrad's jubilee



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125 years of excellence
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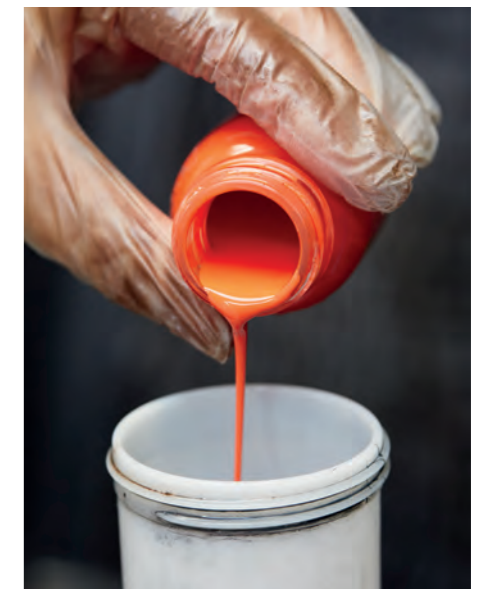
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Dear Opticians, dear Friends of Menrad

125 years in German business across four family generations: for us at Menrad, 2021 is a year of celebration and great personal importance. So let's take a look at our eventful company history and celebrate our anniversary. But let's also look ahead.

In 1896 our great-grandfather, the goldsmith Ferdinand Menrad, founded the Württembergische Optische Industrie-Anstalt. He was a firm believer that superior quality was the recipe for market success. Today we know without a shadow of doubt that he was right.

But the commercial success of a company also depends on other factors. One of them, crucially, is state-of-the-art production methods. That's why in 1927, to keep the family business competitive both at home and abroad, Ferdinand Menrad Jr went to the USA for three years. He wanted to learn the principles of mass production of spectacles at American Optical so he

could be one of the first to introduce it in Germany. As it turned out, he would actually only spend two years there, returning to Germany in 1930 after his father died unexpectedly. At the age of 30, Ferdinand Menrad Jr took the helm of the company, which had by that time grown to 110 employees.

After the turmoil of two world wars, Menrad experienced strong growth in the 1960s and 70s. In 1965 Ferdinand Menrad Jr's two sons-in-law, Ulrich Fischer and Bernhard Müller-Menrad, took over as directors, both aged 30 at the time. To enable the company to continue living up to its vision of peak quality at fair market prices, they established the first of several foreign production sites in Ireland in 1970. In 1983 the next milestone followed, when Menrad entered the licensing business. As luck would have it, we were able to join forces with the English carmaker Jaguar, which values quality and precision just as much as we do.

In the 1990s Menrad ventured into East Asia. In 1997 we also launched production in China, where we were impressed by the motivation, reliability and quality. In 2006 came the next pioneering step: production shifted entirely to China, where all of our products are now made in our own factory.

Over the last decade increasingly diverse customer groups with ever more exacting requirements have come to shape the nature of our business. It's a

we have been able to radically expand our brand and product portfolio. Names such as Pepe Jeans, Benetton, Hackett and Ted Baker allow us to reach out to young, urban target customers, and especially to women.

So what's next for us on our journey? And what challenges will we face in the future? These are exciting questions to which not even we have a clear answer. But one thing we promise: we are primed and ready to ensure Menrad, our

"I firmly believe in the power of attention to detail. Quality will always win out."

Ferdinand Menrad, 1896

development we responded to by establishing our joint venture, Mondottica Deutschland, which considerably intensified our partnership with Mondottica. As a shareholder of Mondottica International Ltd in Hong Kong since 2018,

family business, remains a partner you can rely on. We hope you enjoy reading our magazine and that 2021 will be a business success for you!

Hermann and Eberhard Müller-Menrad



Our heritage in mind

They determine how
the company will
develop: Hermann
(right) and Eberhard
Müller-Menrad

PHOTOS RODERICK AICHINGER

our sights set firmly on the future

Our family company, Menrad, has been manufacturing eyeglass frames for the last 125 years and is now in its fourth generation. On the next few pages, Hermann and Eberhard Müller-Menrad speak about how they handle the heritage of three generations, the challenges they face, and why they enjoy their work so much.

In 1896 Ferdinand Menrad said, "I firmly believe in the power of attention to detail. Quality will always win out." Does that still ring true today, in 2021? Where can Menrad

customers experience it?

Hermann: This quote is true to this day and will remain true in the future. For our great-grandfather, quality was very much a question of production and product quality. Today it's about much more: product quality and fulfilling the requirements of the Medical Products Law are crucial to remaining competitive. The holistic idea of quality we have today covers excellence in sales, CRM, IT and after-sales services as well.

125 years and four generations.

What does that feel like to you, personally? How does something like that affect a person?

Eberhard: It's not something you spend much time thinking about. But when you do think about it, it's actually quite humbling and you feel grateful. Grateful for the values that the first three generations created and that still influence us to this day. The first generation really were all about quality.

Hermann: The second generation stands for the courage to spread overseas. From 1927 to 1930 our grandfather did an internship with the US spectacle manufacturer American Optical in Southbridge, Massachusetts, where he wanted to learn about the series production of eyeglasses. That was quite an unusual thing to do at the time – spend two years abroad, going there and back by ship. After two years with American Optical, his father died unexpectedly, so Ferdinand Menrad Jr had to come back to Germany and take over the family business. He soon set about pushing Sales to become more international, and by the 1940s and 50s the company was selling to places as far afield as Southeast Asia.

Eberhard: The third generation was about internationalising production, so they established factories in Ireland, Malta and Switzerland. Many German and European opticians visited the ones in Ireland and Malta along with the company management, on what were known as Menrad Customer Journeys. In the late 1970s eyewear became a fashion item, and we were quick to respond: glasses were no longer a purely medical product but a fashionable brand accessory, and our first licensing deal, in 1983, soon reflected that. Today brand renown is a must for successful sales, be it your own brand or a licensed one.

Hermann: We're now the fourth generation to manage our family



Do the design and quality of the product match the brand promise? The managing directors check the collection.

Brazil, Poland and Turkey has taken the total number of foreign subsidiaries up to 10.

Why do eyewear and the optical industry still hold such fascination for you, even after 125 years?

Eberhard: Eyeglasses are a medical product, but they also send out a very strong visual message. Nowadays they are fashionable accessories as well. A pair of glasses changes the way you look – and we all like to look good, don't we? In our industry we don't think about profit margin per metre of shelf space; we think about fashion, design and brand messages.

When upcoming generations of your family look back on today, what will they remember you for? What do you stand for?

Eberhard: One thing will certainly be Menrad's major stake in Hong Kong's Mondottica International Ltd., which grew into an international player in record time, just 19 years. They have an outstanding product portfolio of global renown. Mondottica currently has subsidiaries in 10 countries, including the USA, Japan and India.

Menrad started licensing in 1983 and is now at the forefront of the field. How did you achieve that?

Eberhard: For a licensing collaboration to succeed, the most important thing is to have an in-depth of the brand concerned. What does the brand stand for? What connects their target group with the brand? How will the brand be developed in the future? Each of our designers knows their brands inside and out. Some of them have worked with the brand for decades. That's how we manage to continually impress our licensing partners, provide new stimulus and create collections that are well-received by the end customer.

business and inherited a high level of quality, international sales, and international production facilities. Back in 1996 the decision was made to set up our own manufacturing operation in China, and we became one of the first medium-sized German enterprises to open their own facility in the country. Over time, we had to close our European factories down for cost reasons and have been manufacturing purely in China since 2007. The establishment of Menrad sales organisations in

"Our designers have known some of our brands for decades now"

Eberhard Müller-Menrad



Eberhard Müller-Menrad outside his office at HQ in Schwäbisch Gmünd.

Hermann: Looking back, we also have to acknowledge that it really helped us when we started licensing with Jaguar. Jaguar has always been a strong brand with lots of appeal and an exciting story. This English car manufacturer offers us lots of creative springboards and inspires our product developers to create excellent designs. It's thanks to this successful partnership that other attractive brands quickly became aware of who we were.

Are brands and designs equally important to consumers?

Eberhard: A strong brand attracts attention and creates a sense of desire. However, it's the design that is vital to making the sale. After all, who's going to wear glasses they don't like the look of? If the target group rejects the design, marketing and sales are powerless and the collection remains on the shelves.

What does that mean for the designer?

Hermann: It shows how much responsibility our designers have! In product development you need to have a very keen sense of the needs of the market, be able to spot trends early on and then be able to convert these findings into designs that are suitable for the brand. We do a lot of research and are in close contact with opticians and international wholesalers through our sales force, so we hear early on what will be in demand on the market. We are also always in close contact with our licensing partners and research any developments their brand undergoes. All of this flows into our collection designs.

Together with Mondottica, Menrad has significantly expanded its brand portfolio. What motivated you to take this step?

Hermann: We founded a joint

venture with Mondottica in 2014: Mondottica Deutschland GmbH. Half of this company is owned by Menrad, the other half by Mondottica. Our first shared licensing brand was Hackett. Then came Ted Baker. Both brands have exceeded our expectations. The collaboration between Mondottica and Menrad is close and based on a sense of partnership, which we are very happy about. Menrad has had a financial stake in the Mondottica parent company since 2018.

Eberhard: The brand portfolios of Menrad and Mondottica complement each other perfectly. For

"Our factory in China is managed entirely out of Germany"

Hermann Müller-Menrad

example, Menrad has lots of strong men's brands, while Mondottica has plenty of powerful feminine brands. It's important to us that our portfolio offers something to suit every target group. We want opticians to be able to find something for their customers from us. And, because requirements are becoming ever more specialised, we now have a broader scope. Mondottica brands are also very successful in lots of foreign markets. This is an important point for us, as we have our own sales organisations in many foreign markets.

In addition to attractive brands, service also plays an important role

in your business. What benefits do you offer opticians?

Hermann: Opticians need to offer more than just the newest models every year to turn consumers into regular customers. We believe that services are one of the most important factors for ensuring customer loyalty. We know that today's consumer enters the shop with extremely high standards. That's why we are fully committed to supporting our opticians: we deliver required spare parts within 24 hours, immediately replace faulty goods – we even pay for the glasses if the frame turns out to be defective

Eberhard: For us, providing retailers with good service means that our products are always in stock and are available quickly. If our warehouse in Schwäbisch Gmünd receives an order today, we will deliver the goods tomorrow. Our sales representatives are also always on hand to help customers and they provide outstanding support for opticians. For example, they can provide sales materials that are not just standard, but which are made to measure to fit the specific shop window. Who else provides that kind of service these days?

Menrad has also been manufacturing in China since the mid-1990s. Looking back, what do you think of the decision to move production out to the Far East?

Eberhard: I think it has been nothing but positive. For one thing, China was a very attractive production site in terms of wages, especially in the 1990s. Moving our manufacturing there has maintained our competitiveness in the market. We have also been lucky enough to set up our own factory over there together with a partner. This factory is still run as a joint venture to this day – we own 60% and our long-term partner owns 40%.



Eberhard Müller-Menrad (left) and Hermann Müller-Menrad in conversation in their offices in Schwäbisch Gmünd.



Hermann Müller-Menrad regularly commutes between the offices in Schwäbisch Gmünd and Munich.

"The most state-of-the-art factories in the world are located in China"

Hermann Müller-Menrad

Hermann: Whether you simply manufacture in China or run your own production facilities there is of key importance. Only when you have your own production plant can you control all the processes yourself. I would like to emphasise that although our factory is located in China, it is managed entirely by us out of Germany. All of the designs and orders come from Schwäbisch Gmünd and Munich. If we flip the switch here, production is immediately ramped up in China. And vice versa.

Quality Made in China: Do customers believe this?

Eberhard: First of all, our customers get to experience 'Quality Made in China' whenever they hold our glasses in their hands or wear them. And this experience really wins people over. We must not forget that Menrad hasn't been manufacturing in Germany since the 1980s. Transferring know-how to another country was nothing new for us. And the quality of our products has never suffered. Not when our production was in Ireland, Malta or in China as it is today.

Hermann: Anyone who thinks that only low-quality mass produced items come out of China has not really taken a closer look at the situation. It's quite the opposite: what Silicon Valley has been for software for years, Shenzhen is for hardware today. The most state-of-the-art factories in the world are located in this special economic zone north of Hong Kong. Menrad was a pioneer here and was the first foreign investor to be welcomed to Jieyang with open arms. We are still very grateful for this to this day.

You have both regularly visited China

over the past twenty years. How do you find the region?

Eberhard: If you stand at an intersection in Shenzhen, you'll see lots of electric cars and feel like you've travelled into the future. It's at times like this that we have to admit that China has outstripped us in Europe in some areas. Workers are paid a fair wage, and the health and safety and environmental standards are very high these days. As are the building regulations.

Menrad manufactures near the world's largest tech concerns, and its products are available in over

one hundred countries on all five continents. To what extent is the company still a family-owned business?

Hermann: The very heart and soul of Menrad is a family business. It all starts with the fact that we don't think and act on a quarterly basis. Because, as a family business, we also make decisions that dampen the balance sheet in the short-term and that only pay off further down the line. Anyone who works with us knows that our priority is not profits and sales, but the needs of our customers and partners. This isn't just an empty phrase, but an approach that we take on a daily basis.

Eberhard: At Menrad, communication channels are open and both our doors are open to anyone in the company. The management offices aren't up in a proverbial ivory tower, they're in the heart of the action. And when there are ground-breaking decisions to be made, we don't have to wait for the supervisory board to meet – we just need to call our two siblings.

You've both been with the company for over twenty years now. What makes you still look forward to getting into the office every morning?

Eberhard: Glasses are just a really exciting product! A pair of glasses can emphasise your personality or turn you into a new person. Glasses make you look smarter, mysterious, sexy. At the same time, glasses are also a serious product with tangible benefits: they improve poor eyesight. The combination of medical necessity and fashion accessory is unique and makes glasses particularly appealing to me.

Hermann: For 124 years Menrad has shown that you always have to face new challenges working in the glas-

ses sector. Economic conditions are constantly changing; new opportunities for collaboration open up or family issues arise. We are very happy that Menrad is currently undergoing dynamic development thanks to many exciting market opportunities. We are grateful to be able to contribute towards this,

and it's this that gives us renewed motivation every day.

How do you envisage the future? What will a pair of glasses look like in 2046?

Eberhard (laughs): People will be correcting their vision with eye-drops by then!



The underground warehouse in Schwäbisch Gmünd.

Doris Müller-Menrad knows the story of our company better than anyone else. She is the granddaughter of the founder and the mother of the current managing directors. In this article, she looks back on the personalities, high points and challenges in the history of Menrad.

TEXT DORIS MÜLLER-MENRAD

In her own words

I've experienced 80 years of Menrad's 125-year existence first-hand. I was born in 1937. My father was Ferdinand Menrad Jr. Needless to say, I grew up in the midst of the family business. The employees I would meet on the stairs every day were like family to me. As children, we were allowed into the offices, and there would always be someone around who would take a moment to chat with us or show us a brand new typewriter. I found it absolutely fascinating.

Business was often a topic of conversation at mealtimes in the evenings, and as children we used to try and pick up a few nuggets of information here and there. My father was a conscientious man and always said one of his greatest achievements was to steer Menrad through the global economic crisis of the early 1930s without losing a single employee. He was really proud of that. I also remember the National Socialist era.

During the war there would be black masks hanging in the production halls. As a young girl, I always found them really scary, but I later realised why my father was never called up: it was because we manufactured not just eyeglasses but also gas masks.

Needless to say, my father's business was constantly on his mind. An early memory of mine is a visit to the swimming pool with my parents. At some point my father must have said, "There's a little girl on that 5-metre diving board who looks a lot like Doris." My mother said, "That's because it is Doris." "Get her down here at once!" my father replied. "I certainly will not," my mother retorted. "I've just promised her five Deutschmarks if she jumps." I did jump, of course, and got the money from my mother.

In the 1960s my father decided he wanted to gradually retire, and the

question arose of who would succeed him. When I first started business studies at university, he was progressive and emancipated enough to consider me as a definite possibility. Personally, I didn't think I was right for the job though. I gave up business studies because it was too much maths for my liking and turned my attention to foreign languages instead. But my husband, Bernhard Müller-Menrad, did show an interest. Initially I tried to dissuade him because I saw every day what a fantastically motivated and successful development engineer he was. I also knew how ambitious and demanding my father was, and secretly thought he was extremely difficult to please. But my husband managed to dispel my misgivings and as it turned out, he was right.

My husband and I spoke a lot about the company, of course, and naturally there were some challenging

Illustration: Claudia Klein



times. But Bernhard kept me in the picture honestly and objectively all the time. Even though I took more of a backseat, we made all the big decisions together – including the decision to start manufacturing abroad in the 1970s. You could say we were ahead of our time. It was a bold decision at the time and very important for our company – although growth and profit were never all that mattered to us. Bernhard always said, "All we're doing is trying our best to satisfy our customers. At the end of the year, we'll see how much money is left."

Compared with my father, my husband was much more enterprising and daring, and those are two qualities you need in order to succeed. In that regard, Bernhard might be quite similar to my grandfather, the founder of the company. Ferdinand Menrad Sr travelled as far afield as Russia to sell his eyeglasses.

He must have been a very sociable person too. Sadly, I never got to meet him, but I was always impressed by the anecdotes that were told about him. Apparently, every morning at 10.30, he would go to his local for a bite to eat and a glass of wine with his friends. That would probably be unimaginable nowadays.

"Growth and profit were never all that mattered to us"

Doris Müller-Menrad

Bernhard didn't go to his local every day, but if he wasn't travelling for business, he would come home for lunch at midday every day and lie down for a nap afterwards. He often spent weeks on end travelling abroad, though, and he was under tremendous pressure from work in general. One time a friend of mine asked my son Hermann, who was still quite young at the time, if he wanted to take over the family business when he grew up. "I'm not that stupid," Hermann said. "If I did, I'd have to work as hard as my father."

As we all know, Hermann changed his mind in the end and took over as managing director alongside his brother, Eberhard. As parents, we always said we didn't want to pressure the children into anything and that we could quite imagine them becoming something completely different. But then, when we saw Eberhard and Hermann showing an interest, we were actually quite relieved. Both of them have a very good education, and I was also sure they had the right personality to see this through, even in difficult times – which are inevitable. And of course they grew up with the company right from the start, which is good, so they know what a special responsibility it is.

My husband and I don't get involved in the company at all, by the way. In our family, when we hand over the company, we always hand over all our shares as well. That's what I did: I withdrew from the business completely. I did it with absolute conviction because I know that my sons feel a sense of duty to our history, which is very long, after all, and that any decision they make will be in the interests of the family business.

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

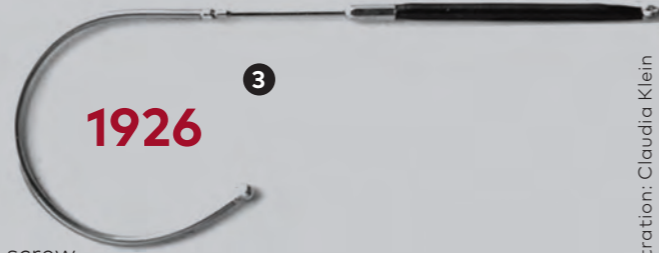
This residential building in **Königsturmstraße** in Schwäbisch Gmünd was the company's headquarters and factory **for 70 years**. It is still standing today.

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

Illustration: Claudia Klein



5

1950

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.

4
1930

ENTERING
INC. 1816
SOUTHBRIDGE

6

1965



**The third generation:
1965 – 2003**

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

Hermann Müller-Menrad



1970

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

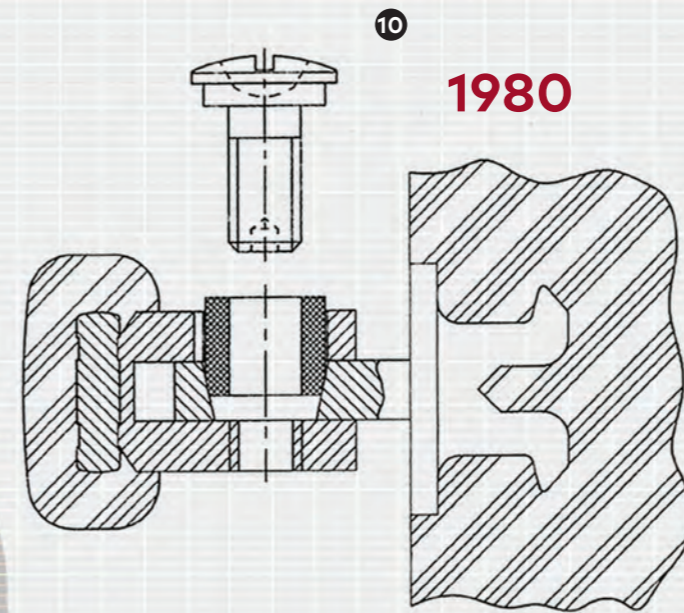
The **Made in Germany** promise was in demand not just in Europe but around the world. The Menrad family has long had very positive business relations with India that date back to before the subcontinent opened up to the world economy.

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**.

1973

1972



10

1980

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.



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 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.



15

1997

MENRAD



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.



17

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 lifestyle brand that stands for groundbreaking designs, uncompromising quality and absolute functionality.

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.



18

125
YRS



PHOTOS RODERICK AICHINGER

125 years excellence developed in Germany



Right
 Unlike many other products, **function and aesthetics** play a particularly vital role in the market success of glasses frames

Left
 CAD stands for **'computer-aided design'**. The CAD data set for a single model is between 1 and 4 MB in size, and is sent from Schwäbisch Gmünd to China in just a few seconds



Menrad has been manufacturing abroad since 1970 and has been exclusively using its own factory in China since 2006. However, all of the frames are designed and developed in Germany at their premises in Schwäbisch Gmünd and Munich. Why? We find out during a trip to the company's hallowed halls in Schwäbisch Gmünd.

"Engineered in Germany is a very important selling point"

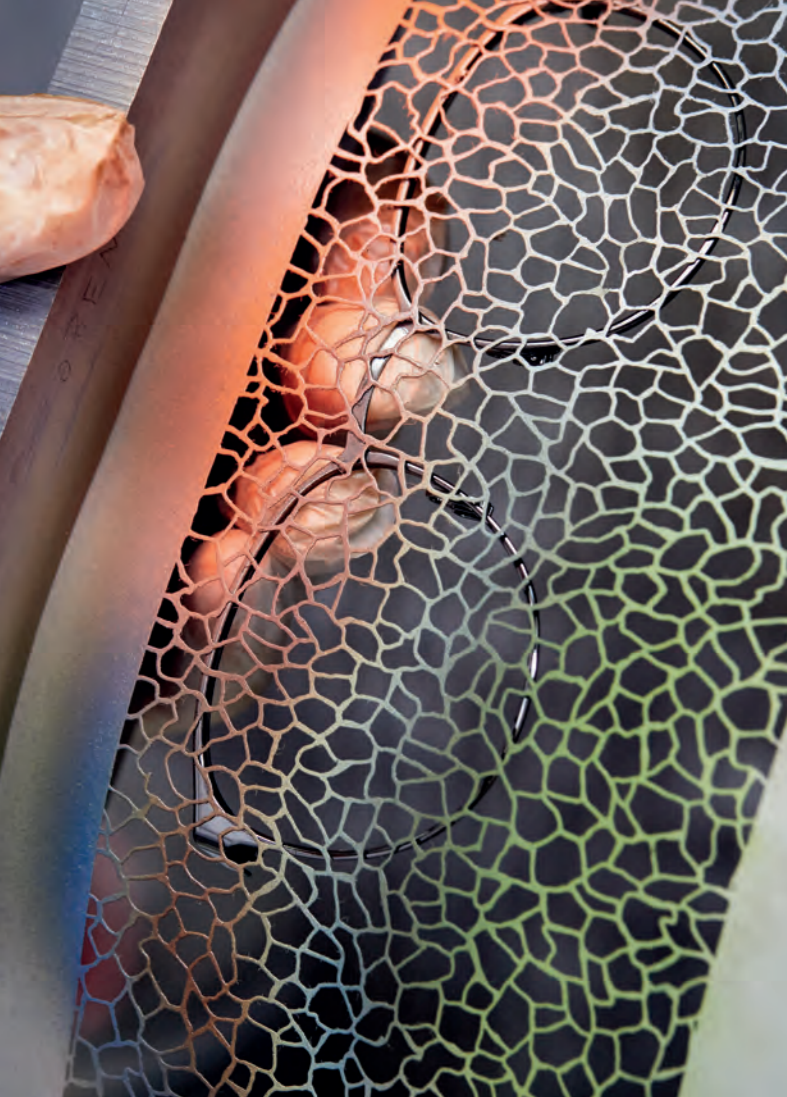
Eberhard Müller-Menrad

"Are we allowed to take photos in here? Isn't it all top secret?", asks the photo assistant uncertainly as the team enters Menrad's development area in Schwäbisch Gmünd. As it happens, the walls are full of colour samples, while sketches and material samples are stacked upon the table. "Feel free to take photos," says Hermann Müller-Menrad with a smile, "we want people to be curious and to have a chance to get to know our latest designs." So this is where they come into being: the ideas for the eyewear collections of

brands such as Jaguar, JOOP! and Bogner. Designs that one year later are worn in fashion shows in Milan, New York and Paris are created at the foot of the Swabian Alps.

People work quietly and with focus behind closed doors. This is where the designers sit when they're still sketching out their first ideas on paper. This is where the technical teams check which materials can be used to create the designs. This is where the CAD specialists work to convert the designs into scaled three-dimensional models. "The designers are our free spirits," says Eberhard Müller-Menrad, laughing. "They can be as creative as they like! It's the technicians who provide a reality check and say whether we can actually make it or not." With the help of CAD we can then create the final digital data, which is then sent as a technical package





Left
Bright colours are always eye-catching: **Colourful glasses** make the wearer stand out and are immediately noticed at the **point of sale**

Right
Eyewear collections from **fashion brands** often feature patterns from the current collections



to colleagues nine thousand kilometres away in Jieyang.

So why are products developed in Schwäbisch Gmünd and Munich and not in creative hotspots like London or Milan? "There are various reasons for this," explains Hermann Müller-Menrad. "For one thing, that's just how it evolved over time. Germany has an important place in our company's history and the heart of the company is in Schwäbisch Gmünd. We also like to have control over every single process ourselves." At Menrad, they are proud to do everything themselves. From the first step to the last, everything is done in-house. This makes Menrad an exception in an industry where outsourcing and streamlining are the order of

the day. But this is the only way to consistently guarantee high quality levels at all times. 'Engineered in Germany' is also an important selling point for many customers in Germany and abroad, because Germany is associated with high levels of expertise and quality.

"We like to have control over every single process ourselves"

Hermann Müller-Menrad

But how do you draw talent to Schwäbisch Gmünd? "It's actually always a challenge for us," says Eberhard Müller-Menrad. However, a high degree of personal responsibility, attractive brands that enjoy global renown and plenty of creative scope continue to lure people to the area. "And of course there's our famous lentils with spätzle and sausages. Word has spread throughout the world about them," jokes Hermann Müller-Menrad.



Whether it's sporty, cutting-edge or classic: Menrad's brand portfolio allows opticians to offer something to every customer. Their successful licensing business started in 1983 with Jaguar. The company has recently entered into partnership with Bogner. You can get a feel for what the individual brands and eyewear collections stand for on the upcoming pages.

Experience variety



BOGNER



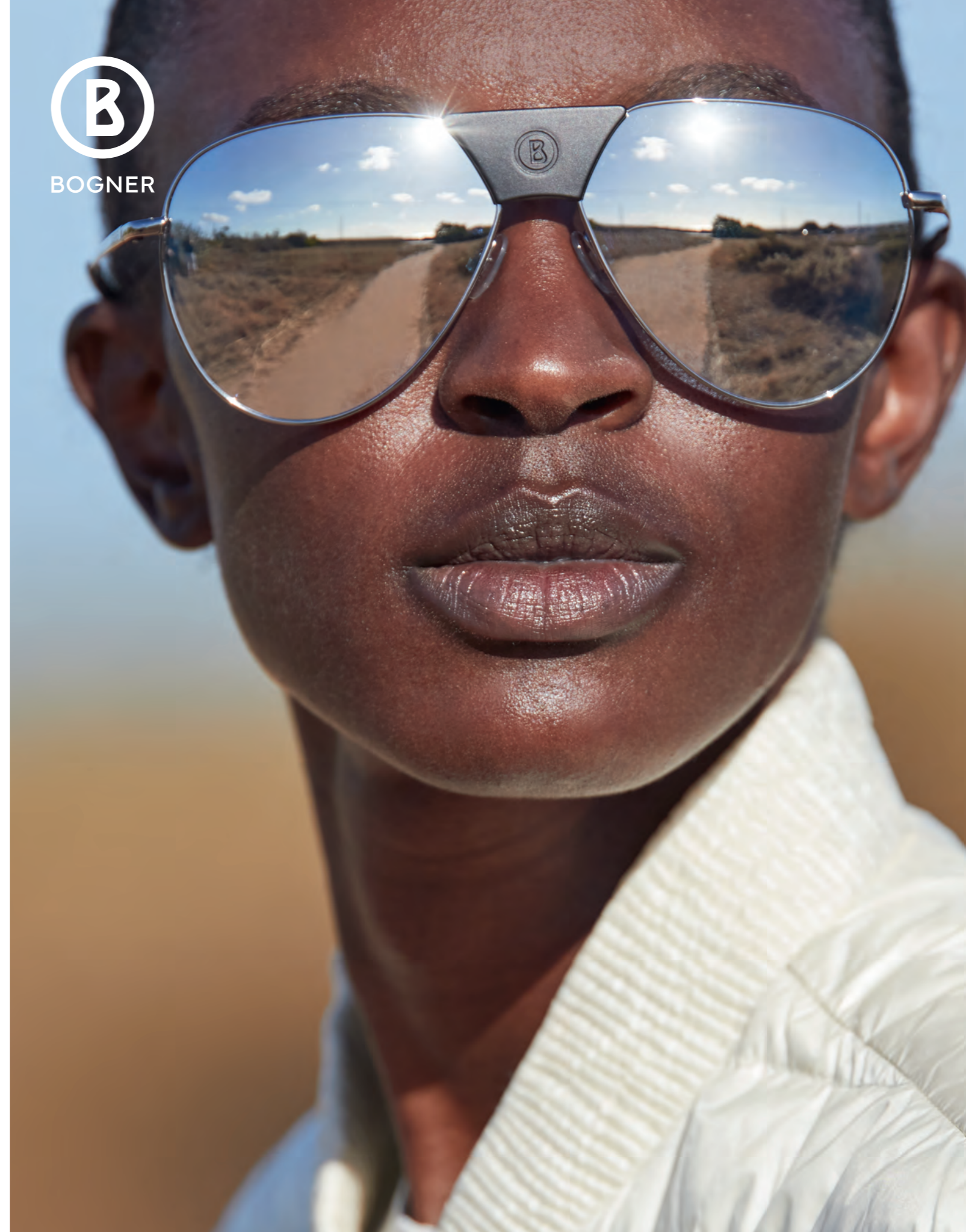
Bogner

Sports Fashion.
Luxury.
Functionality.

Best of both worlds! Bogner combines luxurious fashion with high-quality sportswear and is always pushing the envelope. No other brand name embodies a pioneering spirit in winter sports better than Bogner and no other label has been so firmly established in luxurious resorts such as Kitzbühel, St. Moritz or Zermatt for so long. Bogner sunglasses and spectacle frames reflect these values perfectly and represent the lifestyle brand's image with their trailblazing designs, uncompromising level of quality and excellent functionality. The hint of sideshields are reminiscent of alpine protection features, while ultra-lightweight materials ensure maximum wearing comfort and trendy shapes and colour ranges demonstrate stylistic confidence. For the best view and for making the perfect appearance, both on and off the slopes.



BOGNER



DAVIDOFF



EYEWEAR

Davidoff

Striking.
Masculine.
Elegant.

Zest for life – relax and enjoy the special moments in life. Men who wear the Davidoff brand are no longer searching – they know precisely what they want. They are confident in their style and enjoy their freedom. Eyewear collections from Davidoff impress with their strongly designed flair, as well as their high level of wearing comfort and the use of lightweight materials. Davidoff frames have high-quality details, discrete branding and unobtrusive, clean lines. The Swiss family-owned Zino Davidoff Group also manufactures high-quality watches, leather goods and writing instruments, and its customers value the brand's uncompromising level of quality.

JAGUAR EYEWEAR



Mod. 37815



DESIGNED TO PERFORM

Jaguar is a decidedly British brand. It has been the official supplier to the royal family since 1951. No other car manufacturer is allowed to display all three "Royal Warrants" at the same time. The Jaguar eyewear collection combines the latest in spectacle technology with unique design transfers to create modern and sporty prescription frames and sunglasses. Details and materials you would find inside a car, sophisticated colour effects and lens shapes reminiscent of the lines of a car make their glasses unique and sought-after.

Performance

The Performance segment frames impress with their dynamic profiles and innovative designs. Comfort comes first and lightness and the ideal fit are of paramount importance. This is achieved by using materials such as Ultem, which makes the frames flexible, dimensionally stable and up to 45% lighter than conventional acetate glasses.

Spirit

Jaguar is a way of life! The Spirit line underscores the Jaguar lifestyle and stands for a clear, sporty design, exceptionally well-balanced proportions and sophisticated detailing. Inspired by the colours you would find on their cars, modern colour highlights can be found on the inside and outside of the glasses.

Heritage

The Jaguar Heritage segment pays homage to legendary historic vehicles that combine state-of-the-art technology with outstanding beauty and impressive performance.

Thanks to a modern take on the designs, these retro-inspired frames are exceptionally visually appealing.

Classic

Jaguar Classic is a modern take on timeless classics. These models come in subtle colours with well-balanced lens shapes and the highest quality craftsmanship, making them smart all-rounders for elegant, sporty gentlemen. Special design transfers create a subtle yet strong connection to the Jaguar brand.

Ultimate

The Ultimate segment promises the highest value frames. Premium materials such as pure titanium or gold plating make these models incredibly exclusive. Classic design and perfect craftsmanship make this segment attractive to men who are looking for the ultimate pair of glasses.

JAGUAR EYEWEAR



Mod. 37461



DESIGNED TO PERFORM



JOOP!

EYEWEAR



JOOP.COM



JOOP!

EYEWEAR

JOOP!

Confident.
Stylish.
Extravagant.

JOOP! is one of the most well-known German fashion brands in the premium segment. Eyewear collections from JOOP! draw on new trends every season, add creative oomph to the market and remain very wearable, despite their extravagant accents. At JOOP! urban colour schemes meet modern styling and sophisticated designs. The collection is versatile and individual, and the frames put the spotlight on the wearer's personality. For discerning, fashion-conscious customers who want to make a smart statement with their choice of frame.

MENRAD



Menrad

Modern.
Commercial.
Likeable.

The Menrad collections pick up on current fashion trends and turn these into modern frames with new, contemporary designs and wearable shapes. Varied colour schemes and clever details speak to a wide target audience. Customers looking for a modern product without a prominent logo but with a high-quality finish at an attractive price point will find Menrad frames to be just what they're looking.

MENRAD.DE/MOD. 1342 13423

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YRS

Morgan

French.
Sensual.
Trendy.

Seduction is a lifestyle! More than any other French fashion brand, the Parisian brand Morgan stands for seduction, sensuality and an informal lifestyle. Morgan always manages to maintain the balance between sex appeal, charm and glamour, and always creates new, exciting and playful styles. Even when it comes to their eyewear collections! This brand creates youthful-looking glasses for confident girls and women who want to emphasise their originality with extraordinary designs. Morgan's trendy designs are inspired by urban style from the French metropolis. They impress with their popular shapes and are perfect for adding the finishing touch to the fashionable outfits of every young and young-at-heart woman.



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