



HACKETT

BESPOKE



SS22 OPTICAL COLLECTION

Hackett London's latest optical **Spring/Summer 2022** collection features a variety of models with a contemporary and sophisticated touch. Designed for Hackett men who favour discretion and subtle detailing, the optical eyewear is split across two brand tiers, Hackett Bespoke and Hackett Signature. Both lines truly encapsulate the brand's quintessential British flair with a distinctive feel.

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Taking its cue from Hackett's iconic tailoring, Hackett Bespoke's Spring/Summer 2022 optical collection features refined silhouettes and bespoke details. Using Ultra-Thin Acetate (UTA), this model **HEB285** best expresses the aforementioned details, showcasing a strong square front paired with a retro keyhole bridge. A vibrant tortoiseshell pattern adorns the upper temples, extending into metal temples, with matching acetate end tips. It is available in a warm and striking **Gloss Milky Honey** colourway, suitable for any occasion.

HEB287 features a complementary panto shape. In synergy with the sunglasses collection, this frame also has an acetate and metal combination temple with a 'H' signature square logo plaque on the upper metal temples referring to Hackett's classic cufflinks. The 'H' signature is further embossed on the inner ear tips. Hand-finished, the frame is matt on the exterior while polished on the inside and is available in a striking **Blue Horn** option.

Metal square frame **HEB284** is a sophisticated and a highly versatile model suitable for both a smart casual attire and a Black Tie event. This bold square silhouette showcases a half Windsor rim construction with emphasis on the brow and its metal and horn accents along the temples. Embracing its expert craftsmanship, the temples of this design are skillfully hand filled with enamel.



HEB285 173
Gloss Milky Honey



HEB287 603
Blue Horn



HEB284 234
Matt Light Gold



HACKETT SIGNATURE

The refined Hackett Signature **Spring/Summer 2022** collection offers a range of styles with the most premium materials; all under the discerning eye of Hackett founder and chairman, Mr Jeremy Hackett. All styles feature a sun counter model, interchangeable from optical to sun; offering the ultimate luxury of choice and flexibility.

The super lightweight, metal panto style, **HJPOI03**, showcases an embossed metal top bar. Titanium nose pads, a unique design element exclusive to the Hackett Signature range, adding an extra flair of sophistication to this model.

Crafted from the finest Japanese acetate, **HJPOI04**, is a chunky panto model for stylish statement-making occasions. On its bevelled chunky temples, the gold JH monogram signature can be found; signed and approved by Mr. Jeremy Hackett.

HJPOI02 style concludes Hackett SS22 optical capsule, representing an exquisite choice for the most discerning of men this forthcoming season. Available in a striking **Honey Tortoiseshell** colour, this frame is expertly crafted in premium Japanese acetate with a double bridge aviator silhouette. For a finishing touch, the JH monograph sits delicately on the upper temples in a titanium square logo plaque.

The Spring/Summer 2022 Hackett Signature and Bespoke eyewear designs feature the brand's inimitable British craftsmanship and high attention to detail.



HJPO103 309
Champagne



HJPO104 050
Black Tortoiseshell



HPJO102 337
Honey Tortoiseshell



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About Hackett London

The home of British menswear, Hackett's collections are known for impeccable tailoring and luxurious casualwear. From the brand's origins in London's fashionable Chelsea district, Hackett has managed to retain its renown for always providing the best in men's fashion, with stores around the world offering a wide range of products and services to cater for every man's sartorial needs.

About AWWG

Founded in 2006, AWWG is the global fashion group which integrates the iconic brands Pepe Jeans London, Hackett and Façonnable. AWWG currently has 238 owned stores, with a presence in 54 countries globally and a workforce of 2,800 employees.

PRESS OFFICE

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