

MENRAD

THE VISION

BOGNER EYEWEAR COLLECTION

Spring/Summer 2022



As a global pioneer for luxury sports fashion, BOGNER has been convincing with a strong character look since 1932 and takes place on the streets of fashion metropolises worldwide. The designs are characterized by functionality, elegance and a sophisticated understanding of fashion. The lifestyle company has earned international renown with a leading range of uncompromising quality and consistent creativity.

The Spring/Summer 2022 collection includes 6 sunglasses and 10 prescription frames. In the designs, BOGNER continues to focus on the Athluxury trends with sporty-functional to glamorous-sophisticated models.

For the **Ambassador Style** as one of the strongest it-pieces of the collection, BOGNER takes inspiration from the defining looks of its own past. This season, these sunglasses are under the theme of Racing Frame and reinterpret the iconic racing glasses. It reflects the Bogner-typical fusion of comfort and fashion by protecting the eyes from wind and cold with an impressive design. It thus forms the next generation of the proven Side Shield concept. The polarized lenses underline the sporty functionality of the model. With TR90, a particularly lightweight, high-quality injection-molded plastic is used to enhance the quality. This makes the unisex Ambassador Style suitable for any winter sport and also impresses off-piste at après-ski.



Mod. 67605

BOGNER's sporty passion also comes through in the **Sporty Acetate** models. The sunglasses and three prescription frames are strongly vintage-inspired and convey class. What they have in common is the exclusive acetate temple with a lamination accent as a color highlight. Translucent acetate tones and Havana patterns form the basis of the models. In sporty combinations, a second color is elaborately laminated and the BOGNER lettering is incorporated. The classic pilot lens of the sunglasses additionally bears a B-LOGO as a detail. The prescription frames are enhanced with a subtle B in the temple end.



Mod. 61014

BOGNER expresses another facet of vintage inspiration in the **Vintage Glamour** frames. Three sunglasses and three prescription frames each make a statement with thick-rimmed acetate fronts and dominant temples. The expressive blocky cuts unfold their noble and luxurious effect in an urban color palette with high-quality details. The highlight is the logo crafted from metal. Metal decorative rivets not only in the front, but also in the temple jaw area give the models additional shine and glamour. The prescription frames are elegant and suitable for everyday wear thanks to softer shapes such as a modified cat-eye and translucent tones, but do not lose any of their design strength. The model with two-layer material has a particularly light and flattering effect thanks to the sophisticated interplay of Havana and a translucent layer.



Mod. 67105

The **Sporty & Fine metal** models form the contrast to the blocky acetate frames. The four prescription frames are filigree and have an equally slim temple with a long acetate end. They achieve interesting looks by accenting the upper edge of the eye. Taking a cue from sunglasses, men's models have a dominant attached top bar, while women's models are highlighted with color at the eye rim. Thus, chic galvanic shades shine in sporty-elegant color combinations. For both men and women, there is a rounder and a more striking lens variant to suit different tastes. A special round hinge with a vertical BOGNER-B in the jaws of the glasses gives the models a subtle and understated signature.



Mod. 63028

The statement piece of the collection is the unisex metal model **Frozen Riviera** - as a tribute to BOGNER's 90th anniversary this year. The rimless Shield sunglasses with attached metal top bar got this name especially because of the deep blue shade and the cool look. A must-have for all BOGNER fans!



Mod. 67208

The versatile portfolio of the Eyewear collection fits seamlessly and authentically into the BOGNER design world. The uniform and consistent color palette, which includes luxurious cognac, sophisticated gray beige, elegant mauve and confident navy blue, serves the seasonal trends and sets the right highlights. In this way, it underlines the characteristics of the models, which have the unmistakable BOGNER look despite the subtle branding.

Background information

The Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company operates with the brands BOGNER (Woman, Man, Sport, Kids) and FIRE + ICE as well as licenses in over 50 countries. The company, which has been in existence since 1932, is managed by Gerrit Schneider and Heinz Hackl, owned by Willy Bogner and represented by trustee Arndt Geiwitz.

<http://www.bogner.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