

PRESS RELEASE



## BOGNER EYEWEAR COLLECTION

Fall/Winter 2022 (incl. SUN F/S 2023)

# BOGNER

The name BOGNER represents strong character collections with equally functional, elegant and extraordinary designs like no other. Since 1932, the brand has been a global pioneer in luxury sports fashion and enjoys a high reputation from the ski slopes to fashion capitals. The Eyewear division recognizes the characteristic brand core and the high design standards of the lifestyle company and expands the leading range with uncompromising quality, innovative creativity and consistent implementation.

The new fall/winter collection 2022 includes 10 prescription frames and 7 sunglasses in Athluxury style. Here, the passion for sport, comfort and functionality flows authentically from the Bogner DNA and is combined with trendsetting fashion. The sporty influences are expressed in modern, slim, lightweight frames with metallic accents, while the fashion designs are retro-inspired and live from harmonious multicoloredness in a successful mix of materials. The central colors of the collection are a rich Caramel Fudge, a sporty Cold Sand, a glamorous Frozen Fuchsia and energetic Sports Blue.

As for every collection, Bogner has dedicated itself to its own past for Fall/Winter 2022, reinterpreting iconic designs from the company's history in a contemporary way. This expressive "**Ambassador Style**" serves as a reflection of the Bogner brand core and takes its cue from the ski goggles. The sunglasses stand out with their oversized, uninterrupted lenses in a clean frame. The lens extends beyond the smartly curved and equally continuous metal frame, giving the design a particularly cool finish. Adjustable nose pads increase comfort.



Mod. 67324

This Ambassador Style inspiration is also translated into prescription frames. The metal frame has been adopted, and a widened, accentuated nose area with a multi-stripped decorative element connects to the ski goggle and creates an exceptional look. The rich, harmonious color treatment on the eye rim and the refined placements frontally, on the topline and on the inside are a valuable detail in the coating, which is implemented in a high-quality manner with hand-applied lacquer. Thus, the multilayer looks luxurious from all angles and provides interesting effects.



Mod. 63034

A varied alternative based on the ski goggles look is offered by the bold sunglasses with offset top bar. The distinctive metal logo plate between the eyes features a logo engraving on the top, so the consistent design feature shows subtle branding. In addition, the Bogner B can be found in the metal decor and is engraved in the temple. This novel effect looks like a shadow and is an extraordinary addition to the models. Thanks to the ergonomic shaping and the lightweight premium material, Bogner once again manages the typical balance between trend sense and high functionality.



Mod. 67606

With the ultra-light ULTEM material, the prescription frames in expressive shapes also meet this demand. The masculine metal plate in the upper bar underscores the consistency and creativity of Bogner's design language. The dynamic design is given lightness by the airy cut-outs, while the temple with an embossed B lends the model a bold touch. Reduced metal frames are available in full rim and nylon variants.



Mod. 66013

Last but not least, Bogner also picks up the retro influences and implements them in a glamorous and feminine way. Thus, the look of vintage ski goggles is upgraded with high fashion details and first-class implemented in acetate frames. Exclusive lenses like the flattering butterfly shape are designed in a style-conscious frame with high-quality laminations. Harmoniously coordinated stripes in the temple and on the eye rim are a decorative accent, while a vertical stripe interrupts the continuous lens between the eyes, intensifying the wearer's expression. A highlight of the designs is the new all-over logo print, which is haptically embossed on the entire temple and underscores the Bogner signature. This branding can also be seen in the Bogner bags and other products.



Mod. 67107

The prescription frames are more subtle and a more reduced interpretation of these characteristic features. Thus, the temple is also embossed with a smaller all-over logo in the temple, which shows more restrained tone-on-tone branding. In addition, the temple is enhanced with the luxurious metal decorations typical of Bogner, where the logo is placed in the form of a high-quality shiny lettering and in an element on the hinge cut. The particularly engaging effect of the prescription frames is created by the eye-catching color gradients on the upper bar and on the outer edge of the eye. The two-tone laminations round off the models all the way to the temple end.



Mod. 61024

#### 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>

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