

MENRAD

THE VISION

PRESS RELEASE



BOGNER EYEWEAR COLLECTION Spring/Summer 2023

BOGNER

As a global pioneer in the luxury sports fashion segment, BOGNER has enjoyed an exceptional reputation since 1932. The unmistakable design language radiates creativity, glamour and extravagance. In 2022, BOGNER celebrated its 90th anniversary as well as its 70-year collaboration with the German Ski Association (DSV) with signature designs and iconic runway styles. In doing so, BOGNER honors its roots and draws inspiration from true originals in the company's history.

The new RX spring/summer collection 2023 also serves and combines the two core elements of the Bogner DNA. On the one hand, there is the authentic passion for sports with a functional, comfortable focus through special materials, among other things. On the other hand, the eyewear fulfills a fashion demand and combines trendy designs with a touch of sportiness. The sunglasses and prescription frames consistently and imaginatively take up the current design highlights and implement them in an uncompromising and trend-setting way.

For several collections, BOGNER has been reinventing the extraordinary side shields and always finds expressive and wearable implementations. The new unisex **Ambassador Style** picks up the element again as a highlight of clean sunglasses. The use of side shields is not only a cool visual eye-catcher, but also enhances the sporty functionality of the glasses. Thus, the eyes are additionally protected from wind and weather. In combination with the polarizing sunglass lenses, the light weight due to the use of TR90 as well as the non-slip coating in the nose pad area and in the temple end, BOGNER offers a sporty look with maximum wearing comfort. An embossed logo lettering in the cheek piece and the typical Bogner B in the temple end round off the iconic perfect frame.



Mod. 67608



Mod. 67609

The continuation of a past successful model puts the shield element additionally in the center of the front of the glasses and completes the look with a movable **side shield**, which is fully retractable and is highlighted with metal rivets. Glamorous vintage shapes are upgraded with the trendy design and get an exclusive 20s look. A laser engraving of the logo in the central shield underlines the innovative design.



Mod. 67210

A dominant retro influence is also expressed in the more scaled-down women's models. A round lens and the vintage butterfly shape are each available in a choice of sunglasses and prescription frames. The consistent slim temple design frames the acetate rims and puts the focus on the refined side shields with side rivets.

Tasteful color gradients highlight the design element. Premium trend combinations such as black with Havana

are used, as are the vintage-inspired warm tones of camel and fudge or the elegant interplay of black, white and gold. Color-coordinated laminations and the Bogner B as a vertical decoration complete the look with understated details.



Mod. 62018



Mod. 63040

A characteristic feature of BOGNER fashion are the sporty **Bogner Stripes**. The oldschool stripes are purposefully staged in a modern way and serve as accents or round off the material mix of leather and wool, for example. For the first time, this trend statement has been taken up in eyewear, each in two delicate metal frames for men and women. The trendy feminine shapes Vintage Square and Cat-Eye harmonize beautifully with the color-contrasting stripe on the edge of the eye. The smart

color accent in the front and the exclusive colorblocking make the elegant frame unfold its captivating effect. The white with the unusual ice effect looks particularly luxurious, while the soft and translucent tones emphasize a sporty lightness. The logo is on top of the temple, so it is subtly placed. Instead, the BOGNER design language comes to the fore dominantly in the three-dimensional temple. The width, shape and curve are inspired by a typical sports jacket. The longer temple of the men's models is also recognizably based on the well-known skiwear. Masculine shapes like the Square or a sporty nylon frame are given a strong accent by the fresh and dynamic stripe throughout the temple.

Not only the design transfers, but also the 100% matching conceptual color palette create the connection to the seasonal strategy of the lifestyle brand. Hence, in addition to white and black, a rich Camel Beige, an energetic Electro Blue, a powerful Power Pink and a classy Chic Olive are used.



Mod. 63043

Background Information



Willy Bogner GmbH & Co. KGaA, headquartered in Munich, is an internationally successful lifestyle company and leading supplier of exclusive sports fashion, luxury sportswear and designer fashion. The company operates under the BOGNER (Woman, Man, Sport, Kids) and FIRE + ICE brands as well as licenses in over 50 countries. The company, which has been in existence since 1932, is managed by Gerrit Schneider, and Willy Bogner is the owner.

<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