

# MENRAD

THE VISION

## JAGUAR EYEWEAR COLLECTION

Spring/Summer 2022



JAGUAR is the renowned car brand known for passion and its special attitude to life. Even 100 years after its foundation, the brand is a role model for tastefully and successfully combining tradition and innovation as well as performance and elegance. The versatility of the brand values is also reflected in the current men's collection of JAGUAR Eyewear, which shows these facets in materials, colors, designs or technology orientation in the different product segments

The **SPIRIT** segment represents the emotional and energetic side of JAGUAR, seamlessly fusing passion and technology. The four new prescription frames impress with color, contrasts and the surprising staging of design elements from the JAGUAR sports car. They are thus aimed at the urban, smart and sporty man. Well thought-out, balanced lens shapes are implemented in a nylon and in a full rim frame in classic metal colors. The exciting twist is provided by the dynamic temple concept with bold color accents. The highlight color is picked up in the JAGUAR lettering and is also found on the inside and in the temple end. The color-contrasting and embossed line on the lower edge of the metal temple is reminiscent of the light strip from the JAGUAR taillight. The SPIRIT combination and acetate frames also skillfully take up the design concept by means of laminated color accents. The colored interior shines through subtly but effectively. The interesting color combinations with neon elements serve a sporty taste. For example, a transparent model with neon blue accents conveys a particularly light and fresh impression, while alternatives in classic black cater to the more subtle spectacle wearer.



Mod. 33617

The **PERFORMANCE** line puts the focus on JAGUAR's dynamics and performance in popular colors. Like the sports cars, the eyewear focuses on maximum comfort through innovative materials and technology. The thin-rimmed frames are functional and convince with their lightness. The use of Ultem material enables exceptionally lightweight frames, while metal models allow for minimized dimensions by using rivets. With clean designs, JAGUAR also succeeds in setting accents with colors and details. For example, the end of the long acetate temple is highlighted in color,



Mod. 36824

and coordinated colors also come into their own on the inside of the glasses. The sportiest color combination of indigo blue and fresh orange is complemented by more subtle alternatives. The temples of the metal models discreetly pick up on the dynamics of the cars with a narrow diagonal stripe laid out in color. The typical growler as a resin logo on the outside as well as a modern and trendy keyhole bridge round off the performance designs. The lens shapes range from a bold Karree to a softer Panto lens, and there is also a Nylon variant with a fine metal eye rim.

In the **CLASSIC** models, the noble to luxurious facet of JAGUAR unfolds. The Eyewear expresses elegance and class through minimalism, high-quality surfaces and subtle details. In proven JAGUAR style, refined design transfers from the car to the Eyewear are designed and processed to a high standard. Among other things, the temple is embossed with the fluted structure in reference to the speakers in the interior of the JAGUAR door. The acetate frames are equipped with metal hinges and logo plate as decoration, a fine JAGUAR lettering is laminated on the inside.



Mod. 31029

The particularly discerning gentleman is addressed by **CLASSIC TITANIUM**. The models are available in shiny galvanic colors such as gold and silver and in timeless nylon versions. The choice of titanium sheet emphasizes the value of the eyewear. The JAGUAR signature of the models is reflected in the exclusive temple as a discreet design transfer based on the vent lines. Thus, the classic designs with first-class craftsmanship and premium material are a valuable addition to the broad and established JAGUAR range.



Mod. 35063

#### Background information:

Founded in 1922 by William Lyons and Williams Walmsley, the brand Jaguar continues to embody classic English elegance and sporty luxury also in the 21st century. With five model ranges, it covers a wide spectrum from 322 km/h sports cars to dynamic sedans with CO<sub>2</sub> emissions of 99 g/km. But it's not just about figures and data. It's more about feelings. Moments that touch us, that take our breath away and leave us speechless. It is precisely for these moments that we live. For this reason, JAGUAR designers and engineers have developed the perfect combination of impressive performance and breathtaking design. A Jaguar appeals to all the senses. Performance that can not only be measured, but also felt - "The Art of Performance".

<https://www.jaguar.com/market-selector.html>

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