



JOOP!

EYEWEAR

ICONIC DESIGN

UNIQUE DESIGN

JOOP! is an internationally successful lifestyle brand with German roots and stands for innovative, trend-setting design and high-quality products.

The eyewear collections combine trend awareness and wearable casualness – with a touch of extravagance through expressive accents.

The new **JOOP! Capsule Collection „Cornflower“** is dedicated entirely to the brand's stylistic element, the JOOP! Cornflower, the iconographic logo of the 1980s that wrote brand history. In each of the five expressive women's models, the JOOP! Cornflower has been incorporated with great attention to detail, unmistakably showing the brand's signature, symbolizing the passion for the product and the promise of quality.





The distinguishing feature of the eyewear designs is a feminine round decorative plate with the JOOP! cornflower, which is incorporated in a high-quality way on the outer temple with a matte gloss effect.

The expressive acetate models appear bold, courageous and fashionable thanks to the strong dimensions. The colour palette ranges from translucent tones and havana patterns to timelessly sophisticated black. The Cornflower all-over pattern is picked up as a subtle print all over the inside of the acetate temples.

CORNFLOWER

Slim metal frames in stainless steel are impressively implemented by fashionable octagonal lenses. Harmonious colour combinations underline the typical JOOP! design standards and are particularly trendy.





BIO ACETATE

With a focus on sustainability, JOOP! follows the current needs of consumers and strengthens its positioning in the field of high-quality premium products by choosing environmentally friendly materials. Therefore, frames and sunglasses are predominantly made from recycled and/or biologically responsible materials.

The models of the Cornflower Capsule Collection are also manufactured from sustainable material, including the acetate temple tips of the metal frames, also made of bio acetate. The bio acetate processed has an even higher content of natural substances, such as cellulose from cotton or wood pulp. Recycled acetate is also used partially. In addition, environmentally friendly plasticizers from natural sources are processed. The used material is biodegradable and FSC® certified.



An innovative, sustainable approach is also taken to sunglass lenses: throughout the whole Capsule Collection BioRay lenses with ISCC PLUS certification are processed.

The materials used come in high proportions from renewable raw materials, such as biomass obtained from castor oil. Functionally, the sunglass lenses convince with the same performance in terms of weight and resistance. In this way, the unchanged high demands on quality are combined with ecological requirements.

SUSTAINABILITY





<https://www.menrad.de/en/our-brands/joop>

JOOP! EYEWEAR

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