



TREND REPORT Fall / Winter 2022 – JOOP! EYEWEAR

JOOP!

The German fashion brand JOOP! has established itself as one of the pioneers in the premium segment and celebrates international success with its trend-conscious designs with a touch of extravagance and plenty of casualness. The brand not only appeals to a design-savvy target group, but also expresses self-confidence, sovereignty, strength and a life-affirming lifestyle.

The new fall/winter collection includes 12 prescription frames and 21 sunglasses. The versatile portfolio includes a successful mix of materials and serves different needs in the market. 7 women's models, 3 men's frames and 2 unisex glasses range from affordable all-rounders to exclusive glamour designs and bold highlights. With the exception of the entry-level price range, JOOP! consistently relies on sustainable materials such as organic acetate, stainless steel and, in the case of the sunglasses, organic lenses.

The eye-catcher of the collection is an expressive **combination model** for ladies. With bold acetate rims and a sleek aluminum temple with integral hinge, the striking style looks bold, bold and fashionable. The branding is equally dominant to match the current trends. Valuable multi-layer material gives the model lightness and a luxurious finish.



Mod. 82096

The other combination frames for ladies also focus on elegance and feminine glamor. The slim, elegant electroplated base is enhanced with tone-on-tone acetate elements. These details are elaborately crafted, thinly milled inlays unfold an exclusive effect on the face of the spectacle wearer. These models fit authentically into the stylish JOOP! brand world and cater to the discerning customer.



Mod. 83308

The design flair of JOOP! is also evident in the design-strong acetate model. The trend piece with the large octagonal lens in a light, narrow frame matches the brand's self-confident accessories.



Mod. 83307

With the **metal models** JOOP! proves its refinement to enrich versatile all-rounders with that certain something and to strike the balance between casualness and extravagance. Simple eye rims come in particularly thin dimensions with clean, color-coordinated details. A hip, expressive wide rim is implemented puristically in women's and men's variants. This accentuation on the eye is

rounded off by reduced design, classic lens shapes, retro influences and a milled temple end.

The combination models for men implement a fine eye rim in combination with cool lens shapes and a smart temple design. The cheekpiece combination looks particularly light thanks to the cut-outs, while the milled temple end underscores the minimalism of the model. The collection is rounded off by two unisex models in retro look, which uses the slim design with vintage-inspired variations of the panto lens.

The current color palette continues to be dominated by translucent moments and Havana patterns, and JOOP! also picks up on the comeback of the trend color black. Strong, fashionable accents are set by nuances of moss green and washed-out denim blue.

In addition, the current fall/winter collection includes 21 sunglasses. This includes, for the first time, a consistent **capsule collection** with five expressive women's models. The distinguishing feature of these designs is a feminine round decorative plate with a cornflower, which is incorporated in a high-quality manner with matte gloss effects. While the acetate models captivate with very wide rims and elaborate shapes, the metal models are slimmer but no less impressively executed with fashionable discs. The cornflower element imaginatively enhances slender metal temples or is taken up as a subtle print throughout the acetate temple.



Mod. 87254



Mod. 87403

Furthermore, **combination models** with a Windsor ring are available in new color combinations and modernized lenses. The fine-rimmed designs represent an extension of a JOOP! success series that thrives on the accent around the eyes. An enhancing detail is the smartly placed steps and offsets in the jaw and around the branding in the long acetate temple. The high-end men's combination models feature masculine lenses and powerful dimensions. A widened temple, in the interplay with the modern double bridge and translucent tones, creates a look that is as timelessly sophisticated as it is casual.

The **acetate sunglasses** meet a design standard typical for JOOP! and are exceptionally trendy. The trendy camouflage patterning is particularly elaborately crafted with translucent intermediate layers and therefore unfolds an exclusive effect. The inlaid decorative plate with a distinguished branding completes this look harmoniously.



Mod. 87106

The collection is completed by seven models in an entry-level price range. The customer can expect high quality and flattering designs at a convincing price-performance ratio. The spot-on acetate models offer a choice of commercial lenses to suit every taste and face. International shapes, popular colors and very good lenses round out the range. JOOP! thus reinforces its reputation with a reliable, versatile portfolio.

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Background Information

JOOP! is the successful lifestyle brand with German roots and international recognition. The product portfolio includes menswear and womenswear in the premium segment and is aimed at self-confident and style-conscious men and women with a high affinity for fashion and design. The JOOP! and JOOP! JEANS collections impress with innovative design and high quality materials and workmanship. JOOP! stands for self-evident sexiness, celebrates status and self-confidence. Bags and shoes, jewellery, watches and glasses, body, beach and leg wear as well as a Living Collection complete the range.

<http://www.joop.com>

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