

JOOP!

TREND REPORT Spring/Summer 2022 – JOOP! EYEWEAR



JOOP! is one of the most renowned German fashion brands in the premium segment - designed for design-savvy, self-confident men and women. Like the fashion collections, JOOP! eyewear strikes a balance between trend consciousness, a touch of extravagance and casualness suitable for everyday. The modern designs with refined details, discreet branding and with high wearing comfort offer a reliable choice for a fashion-conscious target group.

Sustainability is an increasingly important topic in eyewear, as it is in almost all areas of life. The demand for biodegradable materials and solutions to reduce the burden on the environment is increasing. JOOP! has recognized this need and is setting new standards in the eyewear industry. That's why JOOP! is using bio acetate in its new spring/summer collection. This is biodegradable or compostable, has a high proportion of natural substances such as cellulose from cotton or wood pulp, and has less impact on the environment during production and also at the end of its service life. The material must be processed with particular precision and care. The discreet "Bio Acetate" lettering in the temple identifies the sustainable models.

The 16 prescription models represent a versatile and comprehensive range for the fashion-savvy and sophisticated spectacle wearer. With new colors, materials and lenses, the proven JOOP! characteristics are continued. The spring/summer collection emphasizes the brand's self-image of eyewear as an expression of self-confidence, modern coolness and an easy attitude to life.

The focus of the collection is on modern **combination models** that emphasize understatement, a comfortable feel and minimal weight. The four women's and four men's models are characterized by their exceptionally refined look. The thin-rimmed eye



Mod. 83298

rims are further accentuated by the delicately milled bridge. The lens language corresponds to a selection of the internationally trendy and most popular shapes. At the same time, JOOP! uses sophisticated design highlights to make the frames extravagant. This creates interesting

metal-sheet fronts with trendy color accents. Widenings in the temple provide an interesting contrast to the fine work on the eye rim. A characteristic feature of the Cool Combi models is the exclusive metal temple with a very lightweight design. The long acetate end does not completely encase it, but is fashionably and effectively trimmed. This decorative and very elaborate element is completed by a fine breakthrough in the temple. The high-quality effect of the reduced stainless steel temples is enhanced by the light, elegant color combinations.

With the new **acetate models**, JOOP! shows another facet of letting urban lenses and popular designs shine. The flattering shapes are combined with fine metal details in the temple and jaw for a sophisticated look. The eye rims are contrasting in color and tastefully coordinated. The color scheme is dominated by bright and translucent tones. As a highlight, the camouflage trend is taken up and implemented in two different ways. In the more striking models, the patterning is found frontally, while in more restrained frames it highlights the temple. JOOP! thus demonstrates a flair for the right balance between fashion affinity and casualness.



Mod. 82090

The new **metal models** complete the collection with eight clean and modern designs. JOOP! revives the lenses and shapes of the 80s with a contemporary twist and urban elements. The classic discs fit every face and set interesting accents in combination with the novel look. The galvanic shades of gold, rose gold or rhodium as the base color are nuanced at the eye rim with feminine-elegant accents for the ladies and blue, gray or brown colors for the men. This gives the metal frames with the straight temple with a long acetate end a particularly high-quality look.



Mod. 83301

JOOP! also relies on understatement and class in the branding. Thus, the logo is used very discreetly and modestly and lets the designs speak for themselves. The spot-on color palette ranges from delicate tones like light green and sandy pink to bold shades of cognac and indigo. It thus contributes to the versatility of modern and commercial models in the new JOOP! collection and rounds off the wide range of products.

The Brand JOOP!

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.

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