

# MENRAD

THE VISION



## JAGUAR EYEWEAR COLLECTION

Fall/Winter 2022 (incl. SUN F/S 2023)



In its 100 years of existence, the traditional JAGUAR brand has made a name for itself by exuding a passionate attitude to life alongside sporty luxury. The brand's motto "The Art of Performance" expresses its claim to combine breathtaking beauty with impressive performance. In doing so, the balance between innovation and timeless class is always maintained.

JAGUAR Eyewear does justice to these different facets through its diverse segments, each underlining a different core brand value. The Eyewear fits particularly authentically into the JAGUAR product world by picking up on materials, colors, design elements and technologies in a refined and imaginative way. This year, the most successful men's collection on the market again serves a broad target group with the 11 new prescription frames and 21 pairs of sunglasses. True fans of tradition, the sporty and dynamic man and the elegant gentleman will benefit this season from even more size variations.

The **Performance** segment, as the name suggests, focuses on JAGUAR's high performance. The eyewear implements this with maximum lightness and minimum dimensions. The designs in this segment are masculine, clean, functional and particularly technology-oriented. The discreet placement of bold colors in the temple and on the inside, which shine through in a sophisticated way, serves as an accent.

The highlight of the new models is the high-quality temple finish with the look of a tire tread, which equally creates the design transfer to the car and maximizes wearing comfort. The temple is hard on the outside and made of Softrubber material on the inside. Here, Double Injection technology uses heat instead of glue, making the multi-layered material stronger, more durable and more comfortable. In addition, the temple is ergonomically designed to bend along the shape of the head instead of around the ear. This makes the Performance models even more comfortable, lighter and with a flexible, movable end. The softrubber also serves as an anti-slip coating for everyday and sports use of the eyewear.



Mod. 33844

The performance sunglasses equally focus on lightness and functionality. They are also enriched with subtle accents in the bold color scheme and equipped with smart sporty elements. In addition to the models with a reduced, clean temple, there is the Double Injection variant, which combines look, feel and functionality. These multi-layer temples are typical and trendy for Sport Brands.



Mod. 37820

The **Spirit** line, on the other hand, expresses the JAGUAR lifestyle: emotional, lively, dynamic. The prescription frames have the most dominant design transfer and the parallels with the car are particularly visible. Thus, the rich and bold colors of the sports cars are adopted, decorative elements from the interior are reinterpreted, and the current temple design is derived from the look of the taillight. The multi-layered design creates special color effects. The models unfold their dynamic with straight lines and colorful accents, while the narrow, commercial windows in different sizes have a friendly and engaging effect on every face. The temple concept is consistently used in all metal and acetate models.



Mod. 31522

The Spirit Sun models also follow this design theme and are characterized by clear design transfers, commercial shapes like the Panto lens and trendy color accents. The **Spirit Fun** sunglasses recognizably take their inspiration from the 80s and come across as glamorous. Under the motto "Revive True Vintage", MENRAD has rummaged through the archives and revived original JAGUAR glasses from the 80s and given them a modern makeover. The talking pieces are enriched with special decors, metal elements in the bridge and inventive lacquer surfaces, and the sophisticated details give them an expressive look. Lens variants such as Polar lenses or the Anti-Reflection Coating emphasize the sportiness of JAGUAR.



Mod. 37502



Mod. 33117

The classic, elegant facet of JAGUAR appears in the **Classic** Allrounder shapes. Aimed at the timeless gentleman with class, these corrective frames are discreet, decorative and high quality. The current collection focuses on more dominant metal decorations and smart details such as the first-class steps of the metal plate in the temple. This quality is further accentuated by a harmonic and successful mix of shiny metal, highly polished surfaces and a matte finish.



Mod. 37368

The sunglasses of the Classic line are clean, smart and nobly designed and implemented in masculine shapes. The temple concept picks up on the popular designs of the prescription frames and reproduces the patterning of the speakers in the inside of the car doors. This sophisticated detail is available in a more striking version with a striped metal element and in a toned-down version with hatching in the temple. All models are designed in luxurious galvanic colors, subtle tones and Havana patterns.

The Heritage segment pays tribute to the company's rich culture and honors its 1920s roots. The authentic inspiration is interpreted in the sunglasses with a modern design twist and enhanced with elegant details from the car. Unusual shapes and a strong expression are achieved by the attached top bar and flattened or square discs. In addition to decorative rivets, the coin edge embossing is the element that gives the models the authentic retro flair. In some models, this is placed around the eye rim or is used in a reduced way in the jaw of the glasses, while a glamorous statement is made by the continuous embossing of a vintage pattern in the decorative temple. The reduced colors and Havana patterns of the eyewear are combined and matched with classic lens colors.



Mod. 37464



### 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 CO2 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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