

MENRAD

THE VISION

MENRAD EYEWEAR COLLECTION

Spring/Summer 2022



MENRAD the vision has a rich tradition as a family business and has been clearly committed to its values for more than 125 years. Thus, numerous eyewear collections underpin the claim to quality, contemporary designs and wearing comfort. Complementing the strong character portfolio with renowned brands such as Bogner, Jaguar, JOOP! and Morgan, the production under the own brand stands for modern, reliable and comfortable eyewear.

The Spring/Summer 2022 collection includes 14 new prescription frames for a broad target group that does not want to wear a fashion brand or bold branding. The proven range is sensibly expanded with more sophisticated and attractive designs from the Premium, Modern Core and Classic segments. This further development of MENRAD's design language is increasingly reflected in high-quality details, urban colors and uncompromising comfort.

Four combination models in the **premium segment** meet the highest quality standards in new shapes and colors. The designs are dominated by fine rim widths. The metal frame, for example, is strikingly slim, while the acetate center section is intricately and filigree milled. As a result, the models guarantee lightness and wearing comfort without sacrificing stability and suitability for everyday wear. Rivets and a high-quality decorative sleeve at the end of the temple further enhance the clean designs.



Mod. 12046

The **Modern Core** models offer a balance of modernity and timelessness. The six new designs appeal to a fashion-savvy target group with a certain trendiness that expects casualness and lightness at the same time. The reduced acetate frames for women are available in commercial lens variations. Fine metal details such as a side decoration on the hinge enhance the value and give the



Mod. 13448

designs a shiny finish. At the same time, they pick up on the translucent trend in various shades and tones. This makes them special and versatile. Stronger color accents are set by the combination styles for women and the metal frames for men. These come into their own in offset bezels or the temple, while the basic color is an urban galvanic tone. This harmonious interplay gives the models a sophisticated, tasteful look. Classic lens shapes and thin-edged fronts tastefully round off the modern look.

The **Classic** range completes the current spring/summer collection with two combination and two metal models. These are true all-rounders as timeless classics with traditional, popular discs and their commercial implementation. With a simple bridge and the simple jaw as a base, MENRAD works subtle details to enhance and modernize the frames. For example, the value of the men's models increases with a stepped eye rim that is color-coordinated with the electroplating. The women's frames also have a charming and technically elaborate highlight: the attached trim is highlighted in color with a recessed surface. This generates multicolored refined accents that create an exclusive look. The two-tone temple additionally plays with matte-gloss effects.



Mod. 13447



Mod. 13444

The current MENRAD range underlines its positioning for a demographically and geographically broad target group with an advanced color palette, thus earning a place in every portfolio. While the metallic colors are deliberately designed to be more elegant, color novelties such as burgundy in combination with gray set the tone. The discreet and consistent MENRAD branding has also been modernized and revised. The logo plate incorporated into the inside of the temple end is staged in a contemporary way with a rounded shape and slimmed-down dimensions. The narrow red bar at the end of the temple completes the subtle MENRAD signature, which stands for a convincing price-performance ratio.

Background information

MENRAD the vision was founded in 1896 and is family owned in the fourth generation. Headquartered in Germany and managed by the brothers Hermann and Eberhard Müller-Menrad, the company today has more than 800 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. MENRAD has been operating its own frame production facility in Jieyang, China, for 20 years. With its own brands MENRAD and Blueberry as well as the licensed brands Davidoff, Jaguar, Joop! and Morgan de toi, Menrad sells on all continents in the upmarket market segment from the world-renowned brand portfolio.

<https://www.menrad.de/en/>

Contact:

Ferdinand Menrad GmbH + Co. Design + Werbung KG
Hofmannstraße 27, 81379 Munich

Carolin Christin Fraydl: Head of Marketing & Licences
Phone: +49 (0) 89 / 710 91-850
Mail: cfraydl@menrad.de