

MENRAD

THE VISION

PRESS RELEASE

MORGAN EYEWEAR

SPRING/SUMMER 2021



MORGAN is the French fashion brand for young, modern and charismatic women. The lifestyle brand succeeds in an engaging and flirtatious way to combine self-evident glamour with natural sex appeal and energetic joie de vivre. The feminine-filigree style puts the MORGAN customer in the foreground and emphasizes her self-confident lightness.

Thus, the Eyewear is also under the motto "Rendez-Vous á Paris", embodies the sensual attitude towards life and thus promises the feel-good effect. The designs combine shapes, colors and refined details with a fine aesthetic sense to make the wearer look seductive. The new Spring/Summer 2021 collection includes 12 multi-faceted models to make every woman shine. The balanced collection emphasizes lifestyle enhanced by urban elements and balances expressive looks with consumer-friendly casualness.

One of the guiding principles of MORGAN designs is **"be authentic."** To express the distinctive and desirable Parisian chic, the frames translate glamorous shapes into flattering proportions and sweeping lines. The trendy combination models with an elegant panto lens and the attractive butterfly lens, interesting color effects and finely curved temples have a mesmerizing effect.



MORGAN's unpretentious elegance is evident in the **"be elegant"** designs. The metal frames are dominated by particularly narrow rims and filigree temples and enhanced by polished surfaces. Light, metallic colors accentuate the eyes. The timeless models with a modern urban twist focus on comfort, so that the spectacle wearer feels unrestricted. The appealing lens language with the trendy Hexagon, the elegant Panto and the flattened Cat-Eye caters to every taste. The acetate models also convey elegant sophistication. The smart styles are based on flattering, friendly designs and are given that certain something by imaginative details. Shapes range from a



feminine rectangle and square lens to the panto and the consumer caravan lens. This makes them the perfect all-rounders for any occasion and adorns any face.

An aesthetic that celebrates fashion, color and life is showcased in the **"be happy"** models. The metal models convey joy with their lively look and an exciting as well as sophisticated color palette. Playful sheet metal trims are accented with color, making the glasses eye-catching. In addition to the base color and the radiant elements on the upper rim, a third color is incorporated in the temples and on the inside. Fine cut-outs in the temples create interesting effects that further emphasize the lightness of the designs. The highlight of the color palette is the warm and harmonious Passion Red. More reserved women choose from feminine gray tones or flattering nude beige nuances. The flirtatious models are completed by soft lines in panto, cat-eye or butterfly shapes.



While the multi-faceted collection caters to confident, elegant, glamorous and playful women alike, the discreet branding unites all models. To ensure that the focus is always on the woman wearing the glasses, the logo lettering is very discreetly placed and delicately incorporated. The decorative, unobtrusive signature is implemented as a laser engraving in the temple and stands for the embodiment of Parisian flair.

Background information

MORGAN is a French fashion brand for trendy fashion lovers. Its feminine designs for young, independent women who want to underline their identity and originality with exceptional designs are sold in over 60 countries and more than 420 stores worldwide. With a turnover of over 200 million euros in 2016, the MORGAN brand occupies a top position among the brands of the BEAUMANIER GROUP and the French fashion world.

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