

# MENRAD

THE VISION



## MENRAD EYEWEAR COLLECTION

Fall/Winter 2022

# MENRAD

SINCE 1896

As a family-owned company with over 125 years of existence, MENRAD the vision has established itself with reliable quality, contemporary design, uncompromising comfort and responsible action. This reputation as a leading eyewear manufacturer has been substantiated with numerous collections. Complementing the broad brand portfolio with collections among others for Bogner, Jaguar, JOOP! and Morgan, the company produces modern, commercial and affordable eyewear under its own brand MENRAD.

With 14 new correction frames, the fall/winter 2022 collection covers a versatile need and serves a broad target group that does not want to wear a fashion brand or bold branding. At the same time, the Menrad portfolio offers a convincing price-performance ratio and international designs. The Modern Core, Premium and Classic segments emphasize the modernity, value and wearability of the range. The current designs are younger, more fashionable and pick up on contemporary trends. The main theme of the collection is the use of color in both metal and acetate models.

Most of the current models belong to the **Core** line, which modernizes reliable, popular shapes with refined elements. The commercial acetate frames live from their multi-layered design and high-quality materials. While the men's models thus unfold interesting facets and form harmonious contrasts in the coordinated temple color, the women's models are characterized by floral patterns. Here MENRAD has implemented more striking designs, but also more subtle variants with the pattern in the temple or on the inside in the portfolio. In combination with the precious metal decor on the hinge cut, the frames all look chic and sophisticated. The Core metal models also come with many color variations, which contrast with the basic colors on attached metal trims or in the long temple end. The targeted and effective color accents are hand-painted to show their quality. Also, the exposed cheek or top line not only let the shiny galvanic shine through, but also complete the modern designs with a certain something.



The **Premium** combination models meet even higher quality standards thanks to the elaborately incorporated multilayer. The acetate with tortoise shell pattern is also particularly decorative and creates lightness and expression in the face of the spectacle wearer. A high-quality hinge with valuable decoration, the delicate clean temples and a comfortable narrow bridge round off the luxurious look.



Mod. 12048



Mod. 13452

With timeless classics, the **Classic** metal models are aimed at natural spectacle wearers who don't want to follow every trend but still want to make a good, solid choice for everyday wear. Thanks to aesthetic details and tasteful decorative elements, the prescription frames never look boring. The broad target group can choose between a full eye rim or nylon frames. Here, the stepped top line creates colorful accents and refined shapes. In addition to the multi-layered metal surface,

the high-quality temples are also designed in multiple colors. Translucent moments and elements in the carbon look complement the high-quality designed embossing and electroplating stripes.

The core colors of the collection are an elegant greige, deep bordeaux and flattering blue-gray. As is typical for MENRAD, the branding keeps a low profile and rather sets its signature through the wearing comfort and quality.

#### 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 700 employees in 10 countries worldwide and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. With its own brands MENRAD and Blueberry as well as the licensed brands Bogner, Jaguar, Joop! and Morgan de toi as well as Hackett, Pepe Jeans, Ted Baker, Scotch & Soda, Maje, Sandro und Benetton, Menrad sells on all continents in the upmarket market segment from the world-renowned brand portfolio.

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

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