

MENRAD

THE VISION

PRESS RELEASE

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

MORGAN
EYEWEAR

France is not only known for delight in the form of upscale cuisine, fine wines, high-class art and picturesque coasts, but French women in particular are envied worldwide for their distinctive style, seductive lightheartedness and self-evident elegance. Embodying the Parisian lifestyle, French fashion brand MORGAN is at once playful and flirtatious, glamorous and sensual, independent and modern. Just as engaging and charismatic as the city of love, the MORGAN customer appears in the feminine, aesthetic designs. The fall/winter 2022 collection includes 11 prescription frames and 17 sunglasses, authentically inspired by the French look in terms of colors and shapes, spreading it beyond the borders.

The focus of the current collection is the intense, fresh color scheme tailored to the French market and commercial, flattering shapes. At the same time, the models are all given that certain something with a charming detail. One of the novelties is the use of unusual lacquer elements in fine **metal models**. The recessed surfaces are placed at the top or sides around the edge of the eye and add colorful accents. While the narrow frames shine in galvanic, the sophisticated lacquer colors unfold an extravagant effect suitable for the evening. The multicolored combinations are lively and feminine. Even the metal frames without lacquer elements emphasize the eye rim or the upper line with colorful accents. The elegant lightness of the models is rounded off by the coordinated inner line and emphasizes the look of the wearer of the glasses.



Mod. 203233

The sleek **acetate frames** also focus on harmonious, flirty and playful color combinations, offering a reliable selection of international, vintage-inspired, flattering and popular discs. Discreet, high-quality metal elements and understated branding on the chic decorative panel further enhance the designs. The highlight of these versatile all-rounders is their creative colorways, featuring new floral patterns, salamander prints and unusual checkering. The core colors of the prescription frames in the current collection are a glamorous Barbados Cherry Red, an energetic Super Sonic Blue, a luxurious Amazon Green and a feminine Meadow Violet. These nuances charmingly enrich the galvanic base and underline the MORGAN joie de vivre.



Mod. 201155

The extensive **sunglasses collection** includes the revision of existing bestsellers and the reinterpretation of wearable, successful shapes. Each model is equipped with dark, polarizing lenses. In coherence with the corrective frames, the designs make use of floral or checkered patterns, camouflage and Havana, but overall use more muted tones and are based on black as the core color.

MORGAN **acetate models** cater to the fashion-savvy, trend-conscious, independent woman with slightly louder, bold designs. Expressive shapes and oversized lenses embellish the customer's face. The chic overall look is completed by the high-quality metal decor on the hinge cut, small decorative rivets as a retro element and the laid-out laser engraving of the curved branding.



Mod. 207245

Combination models also serve as engaging accessories with vibrant and vivid colors. Glasses in brown, green and gray-blue are set in popular and appealing lenses and are enhanced by the imaginative details. Sophisticated decorations or a double bridge as a trendy accent, seductive accents around the eye and the high-quality finish of the temples emphasize the aesthetics of the French style. The slim and feminine metal models with relaunched and refreshed bestsellers are no less colorful and accentuate the natural beauty of the MORGAN customer.



Mod. 207378

Background information



MORGAN is a French fashion brand for trend enthusiasts. The feminine designs for young, independent women, who want to underline their identity and originality with extraordinary 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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