



JOOP!

EYEWEAR

## **JOOP! EYEWEAR**

JOOP! is one of the most well-known German fashion brands in the premium segment – designed for design-savvy, self-confident men and women.

Like the fashion collections, JOOP! Eyewear strikes a balance between trend consciousness, a touch of extravagance and everyday casualness. The urban, modern designs with sophisticated details, discreet branding and a high wearing comfort offer a reliable choice for a broad, fashion-conscious target group.

The new spring/summer 2022 collection features eight prescription frames, each in three trendy colour variations, made from bio acetate. With a focus on sustainability, materials were used that are bio-degradable and thus have less impact on the environment during production as well as at the end of their lifetimes.

# SUSTAINABILITY



# JOIN OUR MISSION



## **TOGETHER WE CREATE A BETTER FUTURE!**

Bio acetate differs from conventional acetate in its even higher content of natural substances, such as cellulose from cotton or wood pulp. Recycled acetate is also used partially. In addition, environment-friendly plasticisers from natural sources are used and thus fewer greenhouse gases are released during the entire life cycle of the product. The material used is biodegradable and FSC® certified.

JOOP! Eyewear made from bio acetate are stylish premium products that both the environment and sophisticated spectacle wearers will enjoy sustainably!

Join our mission and get connected at  
[joop.com/sustainability](https://joop.com/sustainability)





## **JOOP!**

JOOP! represents innovative, pioneering design and high-quality products. Our fashion embodies the feeling of sexiness in terms of confidence, poise and strength.

As a brand, we face up to the challenges of our times and are continually working to improve ourselves. Sustainability is a key topic for us. As a result, we asked ourselves how we can combine one thing with the other: being attractive, appealing and sustainable at the same time. We found the answer in the motto “sustainability” and developed a strategy that benefits both you, our customers, and the environment too. To increase the proportion of recycled materials is just one of the strategies that JOOP! has already successfully implemented. Our core values define our efforts to discover new ways and means of making our production more environmentally friendly.

**NOT JUST WORDS,**



**ACTIONS!**





JOORI EYEWEAR

FERDINAND MENRAD GMBH + CO. KG

ODERSTRASSE 2 73529 SCHWÄBISCH GMÜND / GERMANY

PHONE +49 (0)7171 803-0 INFO@MENRAD.DE WWW.MENRAD.DE

