

JOOP!

JOOP! EYEWEAR – SPRING/SUMMER 2019

Thanks to their expressiveness and authenticity, JOOP! creations enjoy a high degree of recognition and good reputation in the premium segment. JOOP! combines trend awareness and a touch of extravagance with wearability.

Whether you are an eccentric fashion lover, a trend-conscious woman or a smart man who wants to appear fashionable instead of boring - JOOP! convinces with its versatility and creative sensitivity. High-quality, trendy details and imaginative decorations meet the needs of demanding spectacle wearers. Another characteristic feature is the reinvention of the trend theme retro in lens shapes and designs. The label is only used to a very limited extent throughout the entire collection, because JOOP! lets the models speak for themselves.

In the Spring/Summer 2019 collection, JOOP! presents a fascinating, varied and courageous collection that can adorn a broad target group.

The colour world of the collection is urban and restrained, from metallic and trendy rose gold to noble grey and dark blue to transparent and crystalline tones that give the models a lightness of touch. Rivet imitations set harmonious colour accents and are just as typical of the collection as transparent temple ends with coloured tips.



Mod. 83258



Mod. 82057

The trend line interprets the glasses as much more than just a visual aid - here they serve their wearers to make a statement and to express an exciting personality. Fine-edged metal frames with filigree finishes are the latest trend. The models also pick up retro influences and implement them with a fashionable touch. The results are rather large, modern discs with a predominantly round shape. The unusual octagonal shape stands out here. The successful use of matt and brushed acetate surfaces, especially in combination with smooth metals, creates a trendy, eye-catching yet discreet look.

The somewhat calmer alternatives to any expressive model are a consumer-friendly special feature of the trend line. Here, variations such as transparent temples for a lighter look make

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even the most fashionable frames suitable for everyday use.



Mod. 82060

Compared to the trend line, Modern Core stands for rather reduced models and differentiates itself above all through the more moderate lens shape. Transparency, targeted accents and high-quality metal decorations play a decisive role in combination frames as well, so that the models are just as individual and expressive.



Mod. 86005

The Basic models also bear the unmistakable JOOP! signature with their details, are particularly affordable and feature an optimally wearable lens language. They are very suitable for subtly fashionable people.

THE JOOP! BRAND

JOOP! is the high-profile, premium German designer label with clear market positioning. The extensive product portfolio offers a modern lifestyle for self-assured women and men with a high affinity for fashion and design. JOOP! stands for the natural connection between a sense of style and quality – always bearing the unique signature of the brand: passionate, contemporary and confident.

Joop.com