

PR

March 2020

prodesign : denmark

BORN DESIGNED. CREATED IN DENMARK.



We are ProDesign.

Loving our heritage

In the early days, ProDesign designed attractive eyewear that was comfortable to wear. We still do. This season, we also focus on design innovation, new colours and great fit. We introduce frames in a wide variety of materials. We are even launching a brand-new combination of materials. The light and airy frames are slimmed to perfection for extra comfort. Inspired by nature, the new collection features pure metal colours and earthy tones, and it encapsulates the special glow of the setting sun.

Aarhus, Denmark - ProDesign was founded in Aarhus, Denmark in 1973: Today, ProDesign is a young, dynamic design company with more than 40 years of experience in the eyewear business. When we create new concepts, we focus on maintaining close ties between functionality and visual expression and remain true to our Danish design heritage.

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Design is the heart of our company, but ProDesign is much more than that.

We create items that has impact. By rethinking form and function, challenging industry with innovative thinking, among other, through our signature hinges. All our ProDesign frames took their inspiration from the Danish and Scandinavian culture. Nature, fashion and architecture pays a big impact in our process, creating clean and functional designs based on good craftsmanship, always in search of the next best thing.

This gave inspiration to our wire temple collection. A modern and well-balanced concept, offering a minimalist design that celebrates natural materials and avoids all redundant ornamentation. With a lightweight discreet look, we have created a timeless design ahead of its time. In August 2019 we launched the first wire concept; a metal frame provides an extremely flexible, strong and comfortable fit, ideal for any face, man or woman. Represented by 6 shapes and 4 colors, the frame offers an ultra-light and modern collection, combined with our original hinge system, featuring ProDesign's unrivaled expertise for innovative hinge systems.

Our wire collection got supported by the addition of two new characteristic sunglasses launched in October 2019. A bold octagon shape and a classic 70' Rockstar shape, in 5 colors.

For April 2020 we are thrilled to present our new optical take on the wire concept. This collection contributes with a completely new look; a thin acetate front in playful colors and new shapes with an edge, keeping its lightweight thanks to the original wire temple. This Danish Heritage concept embraces our main core and what we stand for in ProDesign, balancing function and aesthetics, focused on making a product a possession.

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Concept 4160-65

Feminine or masculine?

The design expression of these slim metal frames with wire temples and new hinges is ultra-light and minimalist. The shape is edgy and on-trend. The look is ideal for men and women.



4163 c.4211

This concept is available in 6 different shapes from sizes 47 to 53.



4160 c.9511



4165 c.4031



4161 c.9121



4162 c.4221



4164 c.6021



Concept 8127-28

Our new collection of sunglasses is true to our legacy inspired by a classic 70' Rockstar eyewear shape. All designs with a great attention to innovative details. The minimalistic and ultra-thin wire construction makes the frame extremely light-weighted and together with the injected acetate temple tips it provides the design with a comfortable fit.

All concepts can be fitted with custom lenses (RX-able).



8127 c.4921

This concept is available in 2 different shapes in 5 colors.



8127 c.6031



8128 c.4921

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Concept 4776-78

For April 2020 we are thrilled to present our new optical models take on the wire concept. This new collection contributes with a completely new look with the same strong concept of essential pureness; a thin High-Density special acetate fronts in playful transparent matt or shiny colors and new shapes with an edge, keeping its lightweight thanks to the original wire temple combined to a perfect balanced hinge structure. This Danish Heritage concept embraces our main core direction and what we stand for in ProDesign, balancing function and aesthetics, focused on making a product a possession and reinforce the main Danish Heritage identity.



4777 c.9212

This concept is available in 3 different shapes in 4 colors



4776 c.5621



4778 c.9131

ProDesign Denmark is part of Design Eyewear Group

Design Eyewear Group creates and markets iconic eyewear brands, sold worldwide by quality opticians for more than 40 years. Design is the heart of our company and great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look.

Please visit www.designeyeweargroup.com for more information on the brands.