

Press release

January 2018



Design eyewear group

The new year starts at opti!

12.-14. January 2018

For more than 10 years we have showcased our latest designs at opti in Munich. This year is no exception. Of course, we would not miss such an opportunity to show you our spring 2018 collections!

We look forward to seeing you.

Best regards
Michaella René

About 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 our brands.

Press Contact:

Michaella René
Email: mre@designeyeweargroup.com

Tel.: +33(0)1 56 33 14 25
Web: www.designeyeweargroup.com

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75018 Paris - France

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FACE A FACE is designed in Paris by createur Pascal Jaulent. Far from standardized fashion, each concept draws its inspiration from modern art turning each frame into a unique piece of art.

This season plays with volumes and the vibrant impression created when sculpting the brow and boldly framing the eye. The trend of audacious “frames in frames” echo from one shape to the other and from one concept to the next.

Breathe in and explore a unique mastery of colours and expressions in Hall C2, Stand 118.



WOOW unites London beat and Paris fashion. The frames are full of humour and HAPPY colours. It's COOL, it's DESIGN and it's FASHION.

This season BIG is back but so is THIN. Colours are BRIGHT and DIM, MATT and SHINY. Why? Because with WOOW anything is possible, if it's FUN, loud and filled with good VIBES.

Stand out, be yourself and show your WOOW in Hall C2, Stand 114!

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Drawing on more than 40 years of experience ProDesign creates beautiful eyewear with a Scandinavian feel and a close-knit relationship between a great facial fit and a stunning look.

The new designs focus on lightness by using transparent, thin cut materials and coloration to enhance the look. Come by and see all the new colors, shapes and designs at opti in Munich!

You will find ProDesign in Hall C2, Stand 114.



Kilsgaard does not follow trends; Each frame is a modern and urban tribute to Danish design created with passion for simplicity and elegance.

This season bold and bulky walks side by side with slim and light designs, true to the Kilsgaard style where less is always more. Come see the new beautiful evergreens that will last for decades.

Join Kilsgaard in Hall C2, Stand 119.

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I N F A C E

For more than 20 years Inface has created contemporary eyewear with roots in the purity of Danish design, at an attractive price point. This is the brand DNA and what Inface is all about.

The 2018 collection is beautiful in every detail; The new shapes are deeper and softer while the colors are rich, pure and elegant. Come by and fall in love with Inface.

Meet Inface in Hall C2, Stand 114.



International studies show that more than 10% of the adult population have a small pupillary distance. Seen from a client point of view, it is disappointing that the selection of frames at the optician is very limited. This is why we proudly introduce NIFTIES.

The new NIFTIES collection is modern and cool. Our colors are on trend, deep and beautiful. The collection covers all needs: acetate, titanium, stainless steel for opticals and a select range of fashionable sun frames – for both men and women.

Meet NIFTIES Hall C2, Stand 114.

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