

Press release

August 2018



The WOOW-factor with a TWIST!

WOOW is known for **BOLD** colour combinations, **EXCITING** patterns and **SURPRISING** shapes. Now they are ready to dazzle you with two new **STUNNING** concepts that bring out the **WOOW-Factor**.

Paris, France - The Parisian eyewear brand WOOW is conquering the world with a **UNIQUE** combination of London **BEAT** and Paris **FASHION**; full of humour, happy colours and a fabulous style of its own.

This season the **BIG** shapes of the 70's and 80's are back, with a **FUNKY TWIST** of WOOW factor. Go crazy for the **BOLD** design details, the **PLAY** with materials and the new **EXCITING** colour combinations.

Stand up, stand out – show your WOOW!

New Rules 1+2

Material: Acetate

2 shapes, 6 colours

It is time for **NEW RULES!** Note how a **FICTIONAL LINE** is created between the bridge and the end-piece; an architectural detail that exudes **ATTITUDE**.

Two bold shapes; a trendy **SMALL** round one and a **DARING** shape with an edgy top. The colours are **DEEP** and **LUMINOUS** mixing transparent and opaque acetates.



New Rules1 col.2150



New Rules2 col.0389

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Be Bright 1+2

Material: Nickel silver

2 shapes, 5 colours



Be Bright1 col.901

Show your WOOW with STRONG colours, a brave double-bridge and lots of COOL spirit. Matt flash BLUE meets grey horn and shiny - GOLD meets opaque powder PINK.

Be BRIGHT, be SEEN, be WOOW!



Be Bright1 col.982



Be Bright2 col.9620M

WOOW 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 our brands.

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