

## Press release

November 2018



### Introducing flawless precision from ProDesign Denmark

The Danish eyewear brand is introducing a new concept to their Axiom Collection combining materials and turning up the volume of their colors.

**Aarhus, Denmark** – ProDesign Denmark has more than 40 years of experience in creating beautiful eyewear with a clean-cut Scandinavian look. When designing new frames, they focus on keeping a close-knit relationship between functionality and visual expression while staying true to their Danish heritage.

This season the Eyewear Architects at ProDesign Denmark have been inspired by the dynamic colors of the fashion industry and turned up the volume of their colors.

“Our 2018 fall collection is filled with vivid colors, high saturation and elegant contrast,” says Martin Jespersen, Eyewear Architect at ProDesign and continues, “However, to ensure that the colors wouldn’t be overpowering we have kept the designs minimalistic and let the colors do the talking.”

Visit [prodesigndenmark.com](http://prodesigndenmark.com) to explore the full collection.

#### The innovative Axiom Collection

With a focus on technical and sporty design, the Axiom Collection is developed with precision and fine craftsmanship, hallmarked by specially designed hinges.

“The Axiom Collection is all about innovative technology, experimenting with new technologies and experimenting with new materials,” explains Martin Jespersen and elaborates; “We strive for flawless precision to make all parts of the frame fit perfectly.”

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A new concept called 6513-15 is the epitome of the Axiom Collection; it combines a thin CXT front and stainless-steel creating a comfortable lightweight frame.

“This Axiom project is clearly all about flawless precision. The two materials are combined without using any screws or adhesion; it simply clicks together,” describes Martin Jespersen.

The new concept is introduced with a cool bridge, classic shapes and a color palette consisting of both classic colors like dark green and more vivid colors like aqua and crystal.



6513 c.9512



6514 c.9022



6515 c.1122

### 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](http://www.designeyeweargroup.com) for more information on our brands.

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