

Press release

October 2018

PRODESIGN DENMARK ADDS COLOR TO YOUR LIFE

Danish eyewear brand introduces stunning new concepts with fine detailing and rich colors, made to frame the beauty of the eyes.



Aarhus, Denmark: ProDesign Denmark has more than 40 years of experience in creating beautiful eyewear with a clean-cut Scandinavian look. When designing new concepts, they focus on keeping a close-knit relationship between functionality and visual expression.

This season is inspired by the dynamic colors seen in the fashion industry and the new collections are bursting with color. Especially the beautiful new concepts in the Iris Collection, introduced at SILMO in Paris, are both colorful, curvy and inspired by timeless jewelry design.

“The color palette of the new concepts is inspired by the magnificent colors of gemstones as well as true metal colors creating a luxurious look,” says Marie-Louise Japhetson, Eyewear Architect at ProDesign Denmark. “The season I have played with negative space creating an elegant light expression.”

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5168c.2022



5169c.1022



5170c.9121

The Iris Collection 5168-70

Material: Metal frame, block acetate temples
3 shapes, 4 colors each

For this series ProDesign Denmark has looked at brooch designs and how they use the negative space to create a new shape. The thin delicate metal frame with its gap over the lens creates an elegant lifting eyebrow effect, which is enhanced by a thin strip of contrasting color matching the thin block acetate temples.

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5333c.2021



5334c.3721



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The Iris Collection 5333-35

Material: Titanium frame, block acetate end-tips

3 shapes, 2-3 colors

These new titanium frames have dusted metal colors and matching acetate end-tips. The two lines from the front of the frame twist like twine creating unique temples. The open end-piece lifts the eyes giving a flattering “cat-eye” look. Note the hidden flex hinges making the frames fully adjustable and comfortable to wear.

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 our brands.

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