

Spring 2020



WOOW

TRANSFORM INTO THE NEW YOU WITH WOOW

WOOW IS ABOUT TAKING SPACE

The new WOOW collection is making noise with their playful shapes, cool colours, unique patterns and offbeat spirit. This season's racy frame designs are created for those who fight for their cause. Like you, these WOOW are always classy and elegant but with their eyes on the prize. With WOOW and you, success is inevitable!

Show up, get the job done and take what is yours in creating that WOOW effect.

WOOW - THE LIFE COACH YOU NEED!

This new WOOW collection is all about being under the spotlight. Like a talisman, or a mantra with infused super-powers, those concepts are giving you the stunning, surprising look that makes you shoot for the moon. And reach it !

So... what are those WOOWs about ? Wearing glasses ? Having a personal life coach ? Finding your secret mantra ? Don't even try to guess - it is all about empowerment. Be witty and playful with the neo-retro inspired frames, the ones that look wise but with a wicked twist and lose yourself in the crazy and elegant colour palette.

Stand out for yourself and do it the WOOW way!

GET HIRED

Get the job the done

Get your Dream Job with WOOW! GET HIRED and make a strong, first impression. This designer concept is inspired by the best of neo-retro combined with the never-seen and latest trends. Update your level of fashion and put your best foot forward. No doubt you will GET HIRED and blow away the competition.



Get Hired1 col.7404



Get Hired2 col.0285



Get Hired3 col.2657

SAY YES

This WOOW will take your breath away

You might not know how, when, or to whom, yet, but this WOOW will give you the power and freedom to SAY YES to the adventures that comes your way! This diva in acetate exudes elegance, femininity and an added twist of WOOW joy. Simply a marvel to wear: open your eyes to the possibilities and just say "YES."



Say Yes1 col.0294



Say Yes1 col.0562



Say Yes2 col.0091

SPEAK OUT

A clip off the old block

Let's get noisy and colourful, and not be shy about it! This masculine WOOW is lives by a bold mantra yet makes an elegant fashion statement. Inspired by the aesthetics of the solar clip, these frames shout modern yet nostalgic and look just as awesome as they are comfortable. Crafted from nylon, SPEAK OUT makes a statement allowing to stand out as the WOOW-est person in the room. Duh!



Speak Out2 col.9713



Speak Out1 col.9117



Speak Out2 col.925