

prodesign : denmark

BORN DESIGNED. CREATED IN DENMARK.



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ProDesign - Love for our heritage

We are known for our comfortable yet stylish eyewear. We stay true to our Danish design heritage with its focus on functionality, clean lines and good craftsmanship. Every item in the new collection highlights the seamless merging of form and function.

Each new pair features unique and vibrant aesthetic characteristics complemented by visible technical functions incorporated into the overall look, standing strong a bold and independent new design. Yet, we stay true to who we are by the continued use of our most popular signature hinges and metal combinations together with new innovative solutions.

Nordic colors and design traditions inspired by nature and geometry are at the core of our collection, as seen in the various colors and shapes across our range of masculine, feminine and unisex frames.

Concept 3174 - 76
COMBI



3176 col.9121

The soft acetate is the perfect contrast to its metal elements. Each of the three models feature a modern take on a classic shape, made with smooth acetate in various calming colors. Matching temple tips complement this softer profile and the titanium temples are applied with our flexible slim split signature hinge.

The metal also flows out to the front, as a striking detail that mimics a thin brow peeking over the acetate.

Concept 3644 - 46
TWISTED



3646 col.6712

The frame's thoroughly twisted details and the soft and feminine form defines this beautifully shaped concept.

The geometrically twisted end of the temple is matched by the faceted acetate front and end piece. Its vibrant spirit is highlighted by solid color combinations along with matching diffused, demi-toned acetate temples.

Concept 4386 - 88

PASTEL



4388 col.2521

Sharply cut edges and graphic lines define these three feminine shapes.

They are slightly oversized, highlighting your eyes and crafted from lightweight titanium in a range of soothing pastel colors. Square shaped titanium temples are fitted with black acetate temple tips, with the whole look tied together by a matte finish for a simple, clean Nordic expression.

Concept 8672 - 73
CONICALS



8673 col.5444

It's the classic blend of an oversized acetate front with the slim and elegant titanium temples that gives these sunglasses its unique flair.

The retro cat-eye shape comes in various solid and transparent colors, adding a vintage refresh to your everyday look. Though its sleek temples feature bold colors, its lightweight quality still shines through. The lenses are also tinted in matching color tones.

Aarhus, Denmark - ProDesign is the pioneering eyewear company founded in Aarhus, Denmark in 1973. Today, after more than 40 years in the industry, ProDesign continues to deliver fresh and dynamic eyewear concepts that combine functionality and visual expression while remaining true to our Danish design heritage.

Design is the heart of our company

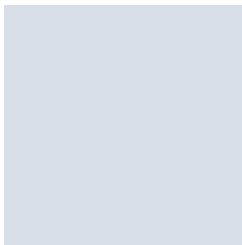
Design Eyewear Group creates and markets iconic eyewear brands, sold

worldwide by quality opticians for more than 40 years.

Great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look.

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