

prodesign : denmark
BORN DESIGNED. CREATED IN DENMARK.



Feb 09, 2021 11:00 GMT

ProDesign, Nordic colors and design traditions

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 its 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.

QUADRA - Model: 3171-3173

Edgy, expressive yet so humble.



3171 c.6521

These three new male frames are inspired by geometry with a panto shape and two quadratic forms. The matte metal front in toned-down colors is a pleasing contrast to the colorful metal inside, while the unique two-layer acetate temples, with extra-sharp edges, match the front with its subdued exterior. On the inside, enjoy its extremely bold colors, which can be seen from oblique angles.

NORTH - Model: 3641-3643

Honest, elegant and soothing.



3641 c.9332

This frame combines form and function with its transparent two-layer acetate frame featuring a visible metal temple and a milling detail at the front that echoes the color of the underlying acetate. It comes in a wide selection of calming Nordic nuances.

TRAIL - Model: 6931-6933

Sporty, masculine and powerful.



6932 c.4021

These classic male shapes come in two sizes with a modest front and colorful accent details at the end piece. Its overtly flexible hinge and color-matched silicone temple tips emphasize the sporty functionality and technical vibes of these frames.

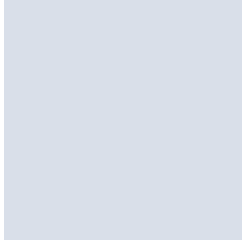
Design is the heart of our company

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.

Please visit designeyeweargroup.com for more information on our brands.

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