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The WOOW-factor with a TWIST!

WOOW is known for BOLD colour combinations, EXCITING patterns and SURPRISING shapes. Now they are ready to dazzle you with two new STUNNING concepts that bring out the WOOW-Factor.

Paris, France - The Parisian eyewear brand WOOW is conquering the world with a UNIQUE combination of London BEAT and Paris FASHION; full of humour, happy colours and a fabulous style of its own.

This season the BIG shapes of the 70's and 80's are back, with a FUNKY TWIST of WOOW factor. Go crazy for the BOLD design details, the PLAY with materials and the new EXCITING colour combinations.

Stand up, stand out – show your WOOW!

New Rules 1+2

Material: acetate

2 shapes, 6 colours

It is time for NEW RULES! Note how a FICTIONAL LINE is created between the bridge and the end-piece; an architectonic detail that exudes ATTITUDE.

Two bold shapes; a trendy SMALL round one and a DARING shape with an edgy top. The colours are DEEP and LUMINOUS mixing transparent and opaque acetates.

New Rules2 col.0389

Be Bright 1+2

Material: Nickel silver

2 shapes, 5 colours

Be Bright1 col.901

Show your WOOW with STRONG colours, a brave double-bridge and lots of COOL spirit. Matt flash BLUE meets grey horn and shiny - GOLD meets opaque powder PINK.

Be BRIGHT, be SEEN, be WOOW!

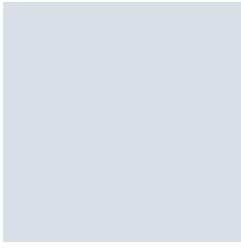
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Great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look.

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