



Feb 11, 2020 14:00 GMT

We are ProDesign

We are ProDesign.

Loving our heritage

For many years, we have designed appealing eyewear that is comfortable to wear. We stay true to our Danish origin with a clean and functional design based on good craftsmanship.

Every item in the new collection focuses on flexibility, with frames that work in every situation. The designs of this season are inspired by the functional,

clean Danish design tradition and the rough but beautiful Danish nature: the beautiful colors and forms of the coast with its sometimes troubled waters and the shifting shades of the forest. The man-made features, metallic tones and mechanical facets symbolizing technology and architecture. It is the small details of the individual frames that make all the difference. Playing with surprising accent colors and sporty signature lines on otherwise very classic and toned down feminine and masculine frames.

Aarhus, Denmark - ProDesign was founded in Aarhus, Denmark in 1973: Today, ProDesign is a young, dynamic design company with more than 40 years of experience in the eyewear business. When we create new concepts, we focus on maintaining close ties between functionality and visual expression and remain true to our Danish design heritage.

Concept 1432-34

Slim Split Hinge



1434 c. 9031

Sporty, masculine and colorful. This classic masculine silhouette has lots of attitude, with a signature line in a sporty accent color on the temple and hinge, and a functional design. The discreet signature hinge at the end of the thin temple makes it very flexible and suitable for the active man.

Concept 6313-15

MJ Hinge titan



6313 c. 9511

Classic and toned down, yet sporty. With three different shapes for the modern man, these frames match almost every face shape. They come in a great variety of colors, with a strong accent color on the inside and a sporty vibe. Both flexibility and comfort come out on top, making these a long-

lasting pair of frames.

Concept 1435-37

Waves

Playful, dynamic and yet very classic. With a classic shaped front, this frame surprises from all angles. The colorful temples end with a wave form at the hinge, inspired by the dynamic waves you see along the coast of Aarhus. This frame shows its character, much like waves that suddenly appear from still water, and it comes in a wide range of colors.



1435 c. 9021

Playful, dynamic and yet very classic. With a classic shaped front, this frame surprises from all angles. The colorful temples end with a wave form at the

hinge, inspired by the dynamic waves you see along the coast of Aarhus. This frame shows its character, much like waves that suddenly appear from still water, and it comes in a wide range of colors.

Concept 4773-75

Thin long end tip



4774 c. 2522

Sophisticated, colorful and stylish. With this frame, the focus is on the delicate hinge which gives it a sophisticated edge. The hinge is complemented by a thin and flexible temple that makes it very comfortable to wear. It comes in transparent acetate with a wide range of pretty colors and a shape that adds style and suits both him and her.

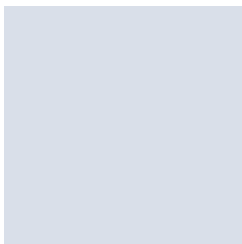
Design is the heart of our company

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.

Contacts



Michaella

Press Contact

Public Relation

mre@designeyeweargroup.com