

Press release

March 2019



Vibrant Colour by ProDesign Denmark

The new, 2019 Spring Collection from ProDesign Denmark is inspired by the exploration of colour: vibrant hues, classic designs and intriguing shapes.

Aarhus, Denmark - ProDesign Denmark has crafted beautiful eyewear based on clean Scandinavian design since 1973. Their Danish heritage inspires them to create eyewear, which is innovative, fashionable yet comfortable.

This Spring, the 2019 collection is defined by flattering shapes and colourful acetates - all utilizing innovative materials such as CXT, titanium and various metals. Together, with the thin dimensions, it creates comfortable designs unparalleled in form and function.

"Our new collection is envisioned for everyday use. The look encompasses concepts of comfort and design - classic yet surprising" explains Martin Jespersen, Eyewear Architect at ProDesign Denmark.

Please visit prodesigndenmark.com to explore the inspiring, new collection.

Concept 3604-07

Transparent acetates in exquisite, feminine shapes, creating lift to the brow and further attention to the eyes - all fashioning a unique, yet



3604c.1712



3605c.9122



3606c.4234



3607c.6034

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"We have included coloured rivets in the design to add character, uniqueness and contrasts" comments Martin Jespersen. "Note the echoing colour themes highlighted in the end-tips."

Concept 3608-09

An understated yet colourful look characterizes this masculine concept. ProDesign Denmark explores stylish dark colour palettes, where colour is added to the rim and bottom temple to enhance this strong design.

"The inspiration behind the colours is the ocean, the woods and the silhouettes that appear in the distance", explains Martin Jespersen. "To achieve this, we milled down the semitransparent top layer revealing precious block acetates beneath."



3608c.4034



3609c.5034

The new concept is available in two shapes; a smaller size 49/20 with clear reference to the classic style of the 50's and the larger rectangular size of 53/17.

Concept 5651-52

This stunning concept draws its inspiration from an iconic piece of jewellery: the "Moonlight" by Danish silversmith Georg Jensen. ProDesign Denmark has matched striking block acetates with tone-in-tone mono-colours, to give a "pop of colour" to the collection.

The two shapes are truly feminine, as the acetate is cut as thin as possible, creating a light sensation to the shape.



5651c.9124



5652c.3825

ProDesign Denmark is part of Design Eyewear Group

Design Eyewear Group creates and markets iconic eyewear brands, sold worldwide by quality opticians for more than 40 years. Design is the heart of our company and 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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