



A COSMIC COLLECTION BY WOOW

This season Parisian brand, WOOW Eyewear is primed to win you over in 2019 with brand-new concepts boasting lots of ATTITUDE and CHARACTER. The colours are surprising, and the shapes are just a little CRAZY. With WOOW the sky is the limit!

Paris, France - WOOW is the perfect mix of London BEAT and Paris FASHION; enjoy EXCITING shapes, HUMOROUS details and a UNIQUE style where classics are always FASHIONED with a BOLD pinch of WOOW factor.

What's NEW this season? The spring 2019 collection from WOOW is no less than COSMIC! WOOW will not promise you the MOON, but their new DESIGNS are out of this world! THIN metals, COLOURFUL acetates and INTRIGUING details will instantly woo(w) you.

Take a cosmic ride on woow-eyewear.com

Press contact:

Michaella René

Email: mre@designeyeweargroup.com

Tel.: +33 (0)1 72 02 31 82

Web: www.designeyeweargroup.com



BE CULT 1+2

Material: Metal - 2 shapes, 5 colours

Trendy, edgy, BIG and thin – these are the required ingredients for your frames to BE CULT! The shapes are anything BUT boring. What do you see? A hexagon, a butterfly or maybe even a SPIDER? WOOW!

“The shapes of BE CULT are wild and a little crazy. We designed the frames in ultra-thin metal, making them flattering, yet easy to wear,” says Claire Ferreira, Designer at WOOW Eyewear.



Be Cult1 col. 901



Be Cult2 col. 9332

Press contact:

Michaella René

Email: mre@designeyeweargroup.com

Tel.: +33 (0)1 72 02 31 82

Web: www.designeyeweargroup.com

Press release

April 2019



STAY TUNED 1+2

Material: Metal - 2 shapes, 6 colours

This WIRED concept will give you an electric WOOW feel. You won't be able to take your eyes off the top bar which resembles an ELECTRIC signal! STAY TUNED with the neo-70's.



Stay Tuned1 col. 982M



Stay Tuned2 col. 9335

WOOW 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.

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

Press contact:

Michaella René
 Email: mre@designeyeweargroup.com
 Tel.: +33 (0)1 72 02 31 82
 Web: www.designeyeweargroup.com