

Press release

April 2018



ADDING THE WOOW-FACTOR!

This season WOOW have re-invented the CLASSICS, re-interpreted the BIG shapes from the 70s and re-visited TRANSPARENCIES in different ways. Finally, they have added a whole lot of WOOW-FACTOR to every single concept!

For the past five years WOOW have been conquering the World with their WITTY remarks, BRIGHT colours and COOL looks. Each FUN and COLOURFUL concept is envisioned by Pascal Jaulent and his creative team in their Parisian design studio.

This season the new eye-catching concepts are ready to POP UP and once you see them every detail will MAKE SENSE!

Stand up, stand out, be yourself – show your WOOW!

POP UP 1-2

A new STAR is ready to POP UP and show its BRAVE combination of THIN metal and COLOURFUL acetate. The big shapes are clearly inspired by the 70s and express COURAGE. The two-toned acetate of the rims is VIVID and truly WOOW!

Material: Metal frame, acetate rims

2 shapes, 6 colours each



POP UP 1 col. 0091

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POP UP 1 col. 100



POP UP 2 col. 0097

MAKE SENSE 1-2

The two shapes of this NEW concept will take you straight BACK TO THE 80s. MAKE SENSE is BIG, THIN and COLOURFUL. The combination of transparent and opaque acetates creates a FUN play with light and adds the WOOW-FACTOR to every single design.

Material: Acetate

2 shapes, 5-6 colours



MAKE SENSE 1 col. 2045



MAKE SENSE 1 col. 635



MAKE SENSE 2 col. 6002

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.

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