

Design meets tech in new Rodenstock sunglasses



The men's R1443B model is brand new, with characteristic rivets and a metal bridge that makes the sunglasses look minimalist and striking

Rodenstock has introduced its new Sun collection of men's and women's sunglasses combining frames in a top-class design with high-quality Sun Protect lenses.

The two women's models (R3329 and R3330) ensure a feminine look in an elegant butterfly shape with a two-tone, slightly transparent frame rim made from acetate.

The two men's models (R1443 and R1444) have a reduced but striking design with characteristic rivets and a metal bridge.

In the Sun Collection, Rodenstock presents 12 frames, all equipped with innovative SunContrast lenses in four different tints.

The two sunglasses R1426A and R3311B create a feminine look. While the former has a simple, classic design, R3311B features an elegant butterfly shape with a slightly transparent frame edge made of acetate. The rose gold frames are designed to complement the lenses in the color Dynamic Red.

The two men's models R1443B and R1444A are brand new, with characteristic rivets and a metal bridge that make them look minimalist and striking. Lenses in the Dusty Green tint emphasize the masculine look.

Another color highlight of this collection are the two sunglasses R1425C and R3319B, which are equipped with the brand new lens color Autumn Green.

The SunContrast sun protection lenses offer optimum UV400 protection and better contrast perception for use in bright or diffuse light and changing weather conditions.

In addition, the lenses absorb blue light components more strongly than conventional lenses, thus ensuring less glare and more contrast, Rodenstock said. Rich and warm color impressions offer better vision on the go and in everyday situations.

Lucas Gestin, Director Global Retail & International Key Accounts Eyewear, Rodenstock, said: "Sunglasses are a core part of the travel retail offer due to their innate link with the magic and excitement of travel itself. As shoppers are returning to stores, we are seeing a hunger for new and exciting products and the Rodenstock Sun Contrast provides that with a perfect blend of impeccable design with cutting-edge technology.

"As travel recovers, we look forward to helping our partners to rebuild this market with fresh and engaging releases which will enthrall customers and clients alike."