

# Rodenstock reinvents eyewear collection with focus on tech details and innovation



Rodenstock has reinvented this year's eyewear collection with a particular focus on technical details and innovative technologies.

In line with the brand's guiding theme of "Engineered Purism", these new collections see pure aesthetics and a minimalist design meet uncompromising, forward-looking precision and unique craftsmanship.

*Rodenstock Director Global Retail and International Key Accounts Eyewear Lucas Gestin* said: "These new collections highlight the technical expertise and innovation which are the heart of Rodenstock. From exceptional modern concepts, through timeless styles, to minimalist designs delivering technical excellence, these collections offer something to inspire every travelling shopper.

"The sunglasses category is poised to be at the heart of travel retail's recovery; shoppers associate this sector with the travel environment more than almost any other. But to capitalise on that, we need new, exciting and engaging designs and we are delighted to showcase the best of Rodenstock's expertise with these new releases."

Headlining Rodenstock's *Essentials* segment is *The Sun* concept, which highlights the brand's unique ability to blend design with technology



Engineered for him and for her, *The Sun* concept combines Rodenstock's two core competencies:

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

The Sun Protect lenses provide optimal UV400 protection and protect the eyes against harmful sunlight.

Rodenstock's "Engineered Purism" is showcased across the new collection's three segments: *New Heritage* leverages 140 years of experience to showcase modern and exceptional product concepts; the

*Lite Tec* segment features modern and minimalist frames highlighting technical performance, reduced use of materials, lightness and individualization, and the *Essentials* features versatile and timeless styles, which offer the right frame for every look, manufactured with forward-looking technologies.