

# Rodenstock SS21 Collection: inspired by the past, made for the future



Describing the browsing and buying of sunglasses as being “at the heart of the travel experience,” Rodenstock is ready to be at the heart of the recovery with the launch of its seasonal collection

With the tagline “inspired by the past, made for the future,” Rodenstock’s SS2021 Eyewear Collection shows that the brand continues to re-invent itself, while at the same time staying true to its core values of quality, design and attention to detail. The visual campaign of the cutting-edge collection is inspired by the 1970s.

Known for being on-trend and uncomplicated, the brand is for everyone who is young at heart. The Young Line offers two trendy, casual styles in the seasonal collection. For fashionistas and influencers, Rodenstock presents a frame made of high-quality acetate with the with the Love Acetate line, which is available in two spring colors. For men, the Heavy Metal line impresses two frames made of stainless steel and aluminum and a minimalist design.



A sneak peak of the on-trend and uncomplicated look that offers high quality and minimal design for the young at heart



### The Signature Line

A signature is individual and understood to be an expression of one's character. With the Signature Line for him and her, Rodenstock endorses style and quality, as well as innovation and sets the standard in terms of aesthetics and precision.

Refreshing minimalism meets first-class functionality. Elements made from the high-performance plastic RXP bring colourful highlights into play and complement the modern, elitist look of the Panto spectacles, in addition to the frame in the modern square look.

## Elegance Classics

Rodenstock celebrates a revival of its classics and re-interprets special favorites with modern features. Featuring elegant embellishments at the sides and high-quality finishes, modern shapes create a distinctive look.

## Sun

The butterfly sunglasses pay tribute to the Hollywood glamor of the 1950s and serve as a re-interpretation in two-tone look. In memory of the style icon, Audrey Hepburn, Fine Lady focuses on transparent, Italian acetate with a refined color gradient in pastel shades.

“This is exciting news and comes at the perfect time, as our brands begin to recover from the difficulties of this year. Despite the challenges, we remain positive about the future and the power of the sunglasses sector in the travel retail market.

As shoppers begin to return, they are going to be looking for exciting and luxury products and we have a number of stylish and innovative releases planned to inspire travelers in 2021. First among these will be our phenomenal new collection for the first quarter of 2021.

Sunglasses shopping is at the heart of the travel experience and we are ready to be at the heart of the recovery,” says Petra Eckhardt-Koestler, Director Global Retail Eyewear at Rodenstock.