

# Christian Lacroix

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BRAND

## Brand

Refinement & Fantasy

Luxurious Mix & Match

Unique

Baroque style

Aficionados



## Brand Presence

Worldwide distribution in 2018

The Christian Lacroix Fashion and Home collections are available worldwide through a network of Christian Lacroix boutiques, department stores, concept stores and specialty stores.

A total of over 5500 points of sales carry the Christian Lacroix brand name from North America, throughout Europe, the Middle East and Asia Pacific.





C'EST MERVEILLEUX

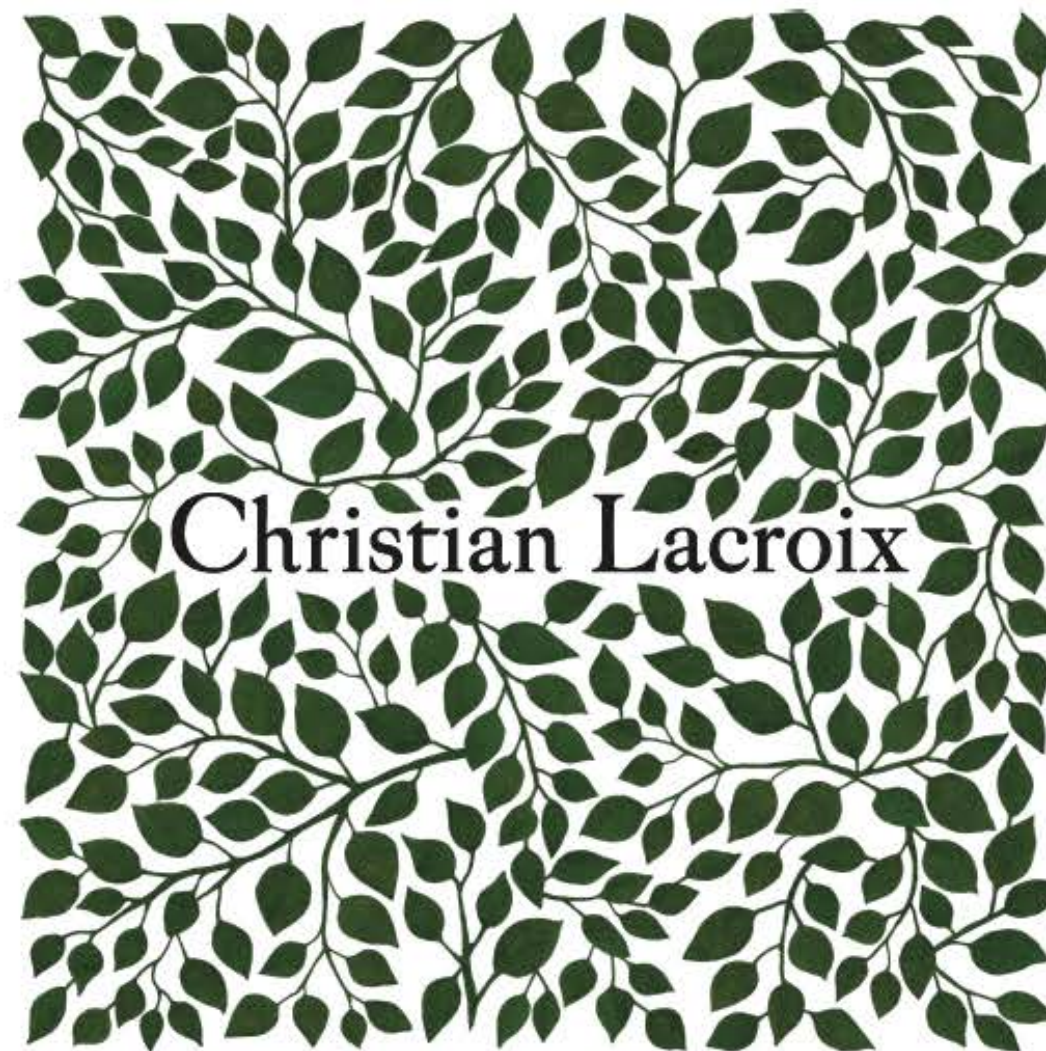
EYEWEAR BRAND

Eyewear Collection  
MIDO 2019

2018 showed historical low at €2m for  
licence minima at €3m

France -32% after -30% in 2017

2019 is time to rebuild



## Eyewear Collection

### The Product Had To Change

Colours are back

Sizes are bigger

Prices are re-adjusted from €65 to €85

WS Euros pricing





# Eyewear Marketing Campaign

Optical & SUN counter cards





## Eyewear Marketing POS

### Packaging Has Been Renewed

Zebra theme in stock and assigned to  
SUN19 deliveries



## POS Remain Powerful

New 3 display

New logo block



2020

Adding Bazar line for US chains

Broader target market age +30

Mainstream shapes, colours

MOQ only no stock

- 2019 MAIN LINE CHRISTIAN LACROIX FRENCH FLAMBOYANCE FROM 65 TO 85€ WS
- 2020 ADDING BAZAR LINE FOR U.S CHAINS ONLY FROM 50 USD WS











ON

LACROIX IS A STORYTELLER

catching, surprising, mesmerizing.

AUG19 COLLECTION

# Collection Overview

METAL		 CL3062 217	
ACETATE	 CL1102 090	 CL1100 601	 CL1098 214
RECOLORS	 CL1086 124	 CL1089 124	
	69€	72-75€	80€

## Brand Signatures

### EXCLUSIVE ACETATE



Exclusive acetate developed by Mazucchelli for Christian Lacroix eyewear collection

### DETAILS



Refined metal cap on the temple hinge

### ICONIC PRINTED PATTERNS



Exclusive Christian Lacroix printed "Babylone night"

### NEW BUTTERFLY END TIPS



Butterfly metal foil logo on the end tip

### LASER ENGRAVED



Subtle laser engraved "Ivy" pattern

### TOP BAR



Elegant top bar



**OVERVIEW** 6 MODELS 1-3 COLOURS 14 SKUS



CL1086 (PDM011028)



CL1089 (PDM011033)



CL1098 (PDM013221)



CL1100 (PDM014261)



CL1102 (PDM014265)



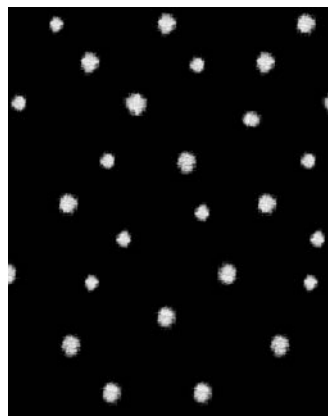
CL3062 (PDM014263)

**EXCLUSIVE MAZZUCHELLI ACETATE**

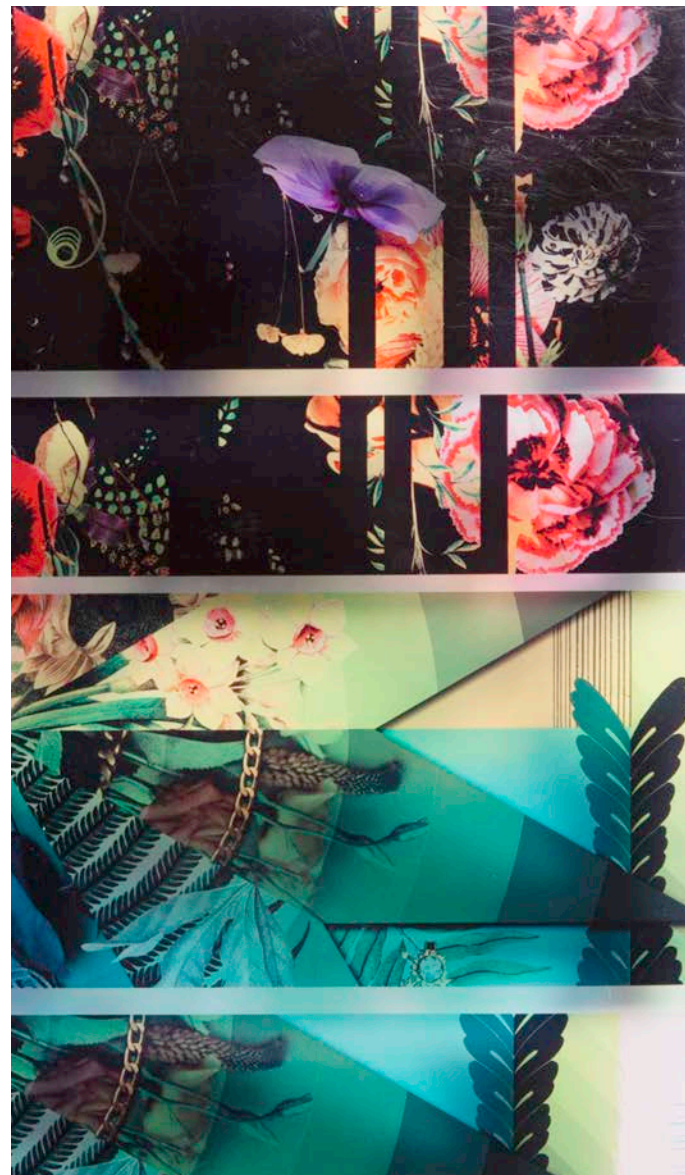
Now iconic to the Christian Lacroix eyewear collection, Mazzuchelli develops bespoke acetates for each collection.

Acetates include Cassata, Marbelous, Tutti Frutti, Blue Lagon and Gloss arty.

Each season we also work with seasonal prints to develop new acetates which for 2019 include dotty and Lirre.







AUG 19 OPTICAL

CODE CL1098

SIZE 53/15-140 B 39.5

Christian Lacroix



214 Cassata Bordeaux

#### FRAME DESCRIPTION

Model No.	PDM013221
PDM No.	CL1098
Gender	Women
Model Name	N/A
Frame Description	Acetate Optical Full Rim
Colour Code	214
Colour Description	Cassata Bordeaux
Logo Style	Metal logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	laminaton
Adjustable Core Wire	yes
Hinge Type	Spring Hinge

#### DIMENSIONS

Size.	53/15-140
B Dimension	39.5
ED	58.3
Screw to Screw	128
Mid to Mid	129
Tip to Tip	100

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.5
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Acetate Finish

#### MOQ

100 pcs/color & 300 pcs/  
model

AUG 19 OPTICAL

CODE CL1098

SIZE 53/15-140 B 39.5



214 Cassata Bordeaux



084 Plumetis



756 Cassata Violet

AUG 19 OPTICAL

CODE CL1100

SIZE 54/16-140 B 38

Christian Lacroix



601 Bleu Lagon

#### FRAME DESCRIPTION

Model No.	PDM014261
PDM No.	CL1100
Gender	Women
Model Name	N/A
Frame Description	Acetate Optical Full Rim
Colour Code	601
Colour Description	Bleu Lagon
Logo Style	Metal logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	Spring hinge

#### DIMENSIONS

Size.	54/16-140
B Dimension	38
ED	59.2
Screw to Screw	128.2
Mid to Mid	130
Tip to Tip	105

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Acetate Finish

#### MOQ

100 pcs/color & 300 pcs/  
model

AUG 19 OPTICAL

CODE CL1100

SIZE 54/16-140 B 38



601 Bleu Lagon



070 Jais/Paillettes



624 Cassata Bordeaux



AUG 19 OPTICAL

CODE CL1102

SIZE 53/14-140 B 40

Christian Lacroix



090 Babylon night

#### FRAME DESCRIPTION

Model No.	PDM014265
PDM No.	CL1102
Gender	Women
Model Name	N/A
Frame Description	Acetate Optical Full Rim
Colour Code	090
Colour Description	Babylon night
Logo Style	Embossed logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	Hinge

#### DIMENSIONS

Size.	53/14-140
B Dimension	40
ED	57.5
Screw to Screw	126
Mid to Mid	132
Tip to Tip	108

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Metal Finish

#### MOQ

100 pcs/color & 300 pcs/  
model

AUG 19 OPTICAL

CODE CL1102

SIZE 53/14-140 B 40



090 Babylon night



084 Plumetis



214 Cassata Bordeaux

AUG 19 OPTICAL

CODE CL3062

SIZE 55/16-140 B 40

Christian Lacroix



838 Blanc/Berlingot

#### FRAME DESCRIPTION

Model No.	PDM014263
PDM No.	CL3062
Gender	Women
Model Name	N/A
Frame Description	Metal Optical Full Rim
Colour Code	838
Colour Description	Blanc/Berlingot
Logo Style	Embossed logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	PVC pads
Adjustable Core Wire	yes
Hinge Type	Spring Hinge

#### DIMENSIONS

Size.	55/16-140
B Dimension	40
ED	59.7
Screw to Screw	134
Mid to Mid	137.7
Tip to Tip	108

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Paint on metal base
Temple Material & Finish	Paint on metal base

#### MOQ

100 pcs/color & 300 pcs/  
model

AUG 19 OPTICAL

CODE CL3062

SIZE 55/16-140 B 40



838 Blanc/Berlingot



070 Jais/Paillettes



217 Cassata Bordeaux



## PASEO

The Paseo pattern was originally inspired by embroidered motifs of the capes of Spanish bullfighters in the 19th century and features an eye-catching pattern in an array of luxurious colours in classic faux leather materials in its original form.

The original embroidery would often have been made in gold thread, which is why 'Paseo' is often used throughout Lacroix's collection within this shade. For AW19 we have embossed this delicate and detailed pattern on to metal temples.



AUG 19 OPTICAL

CODE CL1089

SIZE 51/19-140 B 40.5

Christian Lacroix



124 Ecaille

#### FRAME DESCRIPTION

Model No.	PDM011033
PDM No.	CL1089
Gender	Women
Model Name	N/A
Frame Description	Acetate Optical Full Rim
Colour Code	124
Colour Description	Ecaille
Logo Style	Embossed logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	Hinge

#### DIMENSIONS

Size.	51/19-140
B Dimension	40.5
ED	55.5
Screw to Screw	124
Mid to Mid	130.8
Tip to Tip	103

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Metal Finish

#### MOQ

100 pcs/color & 300 pcs/  
model

**AUG 19 OPTICAL**

**CODE CL1089**

**SIZE 51/19-140 B 40.5**

Christian Lacroix



124 Ecaille

AUG 19 OPTICAL

CODE CL1086

SIZE 51/14-140 B 38.5

Christian Lacroix



124 Ecaille

#### FRAME DESCRIPTION

Model No.	PDM011028
PDM No.	CL1086
Gender	Women
Model Name	N/A
Frame Description	Acetate Optical Full Rim
Colour Code	124
Colour Description	Ecaille
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	Hinge

#### DIMENSIONS

Size.	51/14-140
B Dimension	38.5
ED	57.2
Screw to Screw	121
Mid to Mid	124.7
Tip to Tip	100

#### MATERIALS

Lens Type	Clear Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Metal Finish

#### MOQ

100 pcs/color & 300 pcs/  
model



AUG 19 OPTICAL

CODE CL1086

SIZE 51/14-140 B 38.5

Christian Lacroix



124 Ecaille

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