



JOEL FRIEDERICH

MIDO

22/02/19

CONTENTS

BRAND

- BRAND ESSENCE
- KEY PRODUCTS
- MUST KNOWS
- BRAND NEWS
- BRAND PRESENCE

MARKETING

- LATEST MARKETING CAMPAIGN

EYEWEAR

- EYEWEAR BRANDESSENCE
- EYEWEAR PR
- EYEWEAR MARKETING CAMPAIGN
- EYEWEAR POS

AUG 19 COLLECTION

- AUG 19 COLLECTION OVERVIEW
- AUG 19 INSPIRATION
- AUG 19 DESIGN SIGNATURES
- AUG 19 TECH PACK





BRAND



**BRAND
ESSENCE**

THE MOST AUTHENTIC SPORTS BRAND

Founded in 1882
Exceptional sporting heritage
Serving sport & savoir-faire in key sports
where Le coq sportif are still present



BRAND
ESSENCE

KEY PRODUCTS

BBR (BLUE WHITE RED)





Made of France



BRAND

BRAND NEWS

“In 2019, le coq sportif celebrates the 100th anniversary of the Yellow jersey

They're at the top of their game! That's what share those who have conquered the Yellow Jersey and that's the idea spectators have of the jersey as they observe and cheer it. For many, this “golden fleece” is linked to the names of the greatest champions in cycling.

Eddy Merckx, Jacques Anquetil, Miguel Indurain have all thanks to their absolute mastery of cycling made the Yellow Jersey the absolute distinction. The way they dominated their rivals, with their technique that flirted with perfection, contributed in making it the symbol of excellence, admired and respected well beyond the domain of cycling and even sports.

A HYMN TO EXCELLENCE

The Grail that champions pursue, an object of fantasy and sometimes of more or less reliable schemes, also has the faculty of varying the delights. Short-lived glory becomes eternal happiness.”



BRAND

BRAND NEWS

THE FUTURE



**PARTNERSHIP OF 6
YEARS**



**2 WORLD CUP
(INCLUDING 2023 IN
FRANCE)**



6 NATIONS x6



**2 OLYMPIADS
INCL. PARIS 2024**



BRAND

GLOBAL BRAND PRESENCE

LE COQ SPORTIF BRAND PRESENCE

Active presence in over 60 markets for FW18*

3 SUBSIDIARIES:

France
Italy
Spain/Portugal

2 JOINT VENTURES:

Australia
South Africa

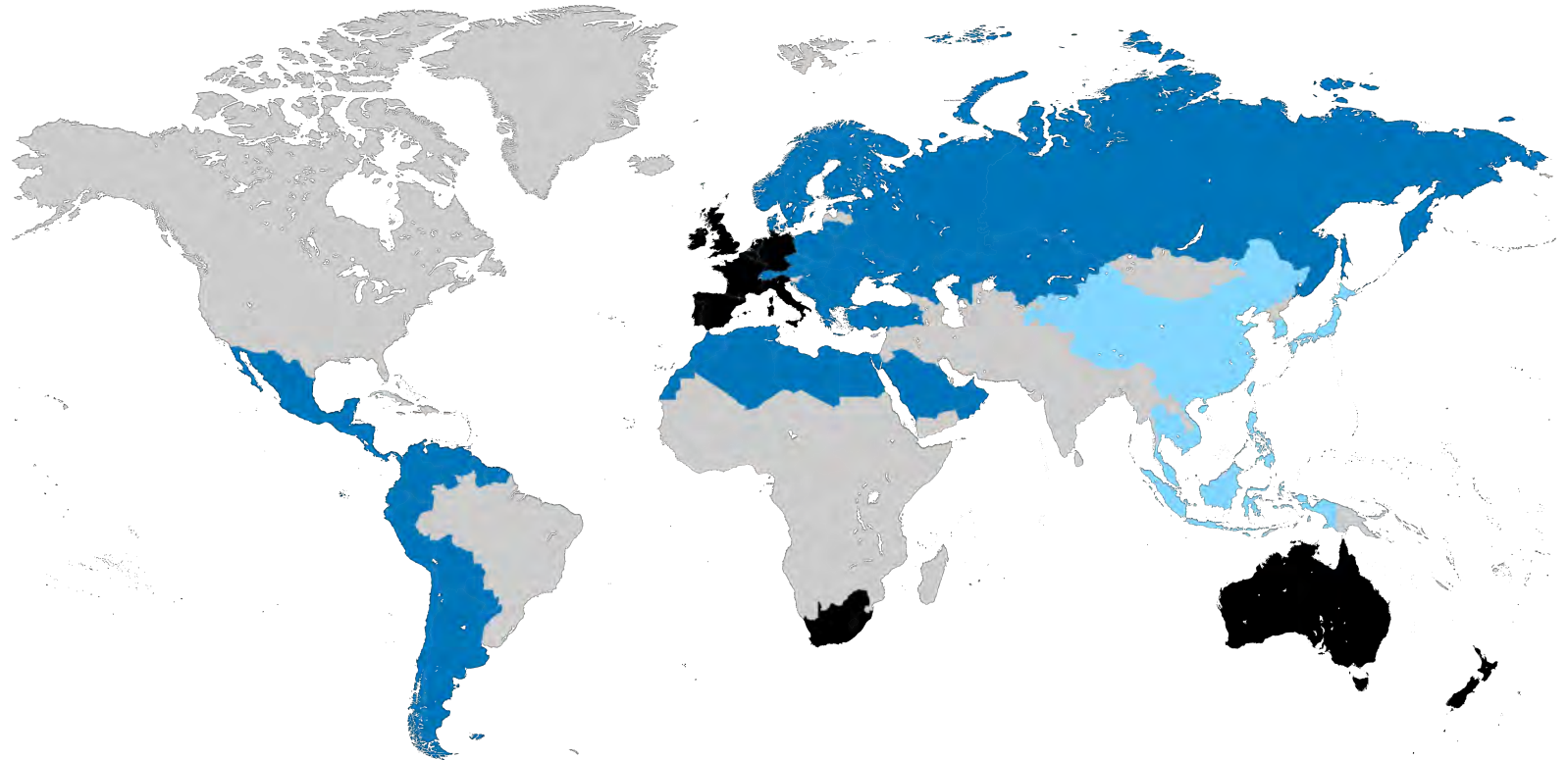
35 PARTNERS

Distributors & Licensees

ASIA

Other brand owner

*Excluding Asia



■ SUBSIDIARIES & JOINT VENTURES

■ LICENSEES PARTNERS & DISTRIBUTORS

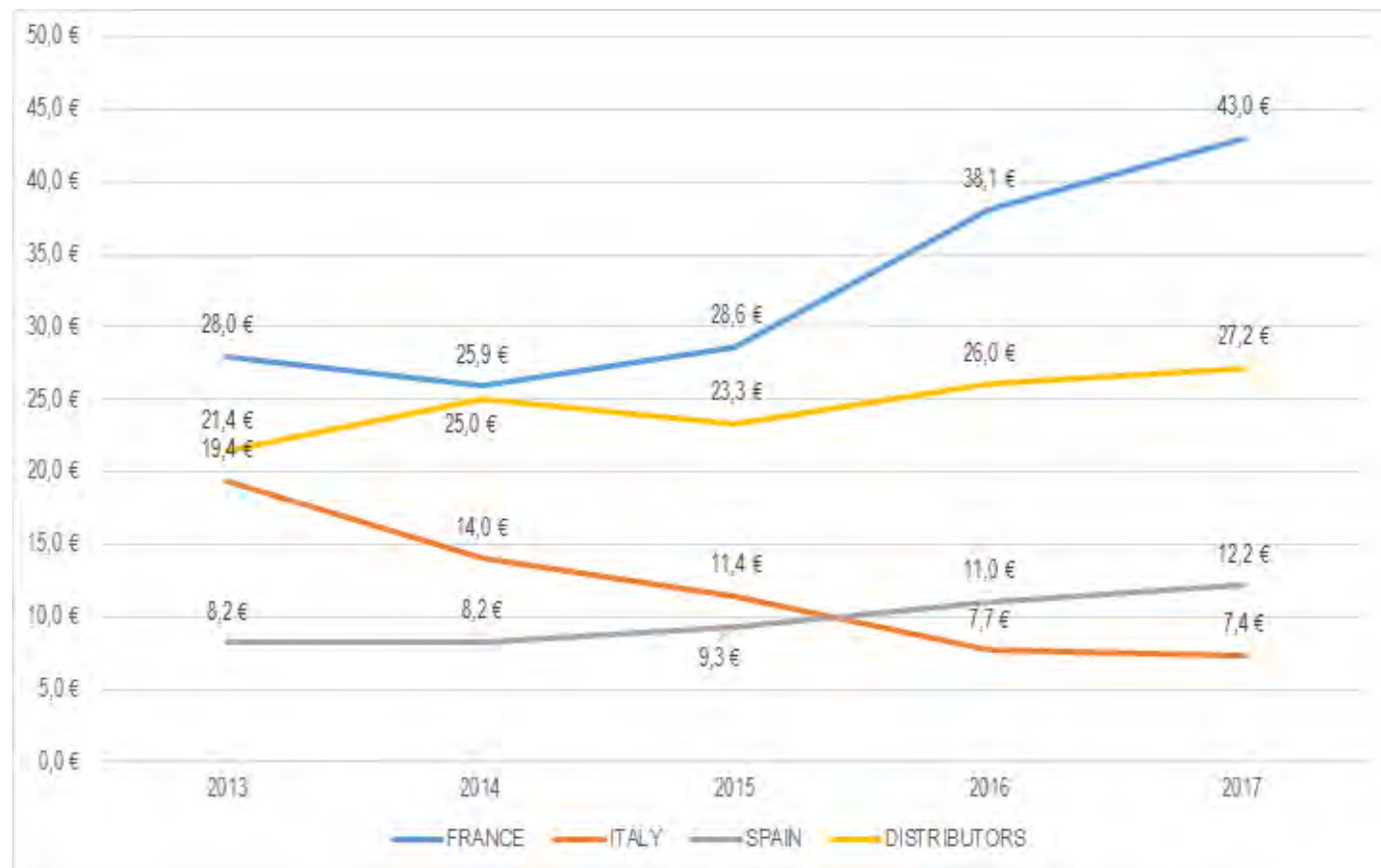
■ LE COQ SPORTIF ASIA



BRAND

SALES FIGURES

SPLIT BY TERRITORIES (EUROPE)





MARKETING



SS19

LOOKBOOK



SS19

LOOKBOOK

ESSENTIAL





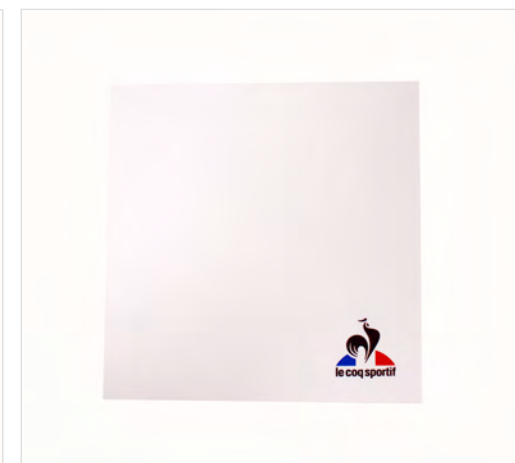
EYEWEAR



EYEWEAR BRAND ESSENCE

EYEWEAR COLLECTION

Le coq sportif is proud of a fully integrated eyewear collections, taking inspiration from the sports luxe ethos of the brand whilst highlighting the French heritage in both superior design and accomplished colourways.



EYEWEAR MARKETING

EYEWEAR PR

bonjour_darling S'abonner ...

3 956 publications • 50,3k abonnés • 579 abonnements

Anne-Laure • Bordeaux • L'effort et le réconfort ☺ #MoveYour

www.bonjourdarling.com



bonjour_darling • S'abonner
Page Inconnue: Cannes

bonjour_darling Ouch ☹️

Quand tu réalises à peine ce que tu viens de vivre en 24h :

- un encart dans @lefigo_Bordeaux ☺
- voler dans le cockpit d'un avion ✈️
- participer au @festivaldécannes avec @thebosses ☺
- tester la nouvelle machine @vertuoh qui propose de café super longs comme je les aime ☺
- manger un repas préparé par @alexuzofficiel et @gregorymarchand ☺
- découvrir la suite et les nouveautés @chanelofficial dans un cadre privilégié ☺
- et plus simplement partager de beaux moments, rencontrer plein de personnes, échanger, profiter de chaque instant comme le bruit de la mer au lever du jour ou en admirant un feu d'artifice rythmé par

1 786 J'aime

[Ajouter un commentaire...](#)

bonjour_darling • S'abonner
Aéroport de Bordeaux



bonjour_darling « If you can dream it, you can do it » Walt Disney ☺

En vol pour Cannes ✈️ Je m'en vais retrouver @thebosses au Festival de Cannes ! Fou ! Petit à petit je réalise plein de rêves. Et aujourd'hui j'en réalise un autre... Plus récent...

Il y a un peu plus d'un an je lançais le #MoveYour en disant (avec humour) sur les réseaux : « le mouvement est en marche bientôt à la une des magazines ». Vous êtes plusieurs à me l'avoir envoyé... depuis plusieurs jours, je l'ai aujourd'hui entre les mains... Un encart m'est consacré. Loin des unes « objectif bikini », on parle de bienveillance et de se « motiver pour nous bouger davantage et ACCEPTER NOTRE CORPS TEL QU'IL EST ! ». Je vous mets l'article en story ! Alors merci @ellefr ! Merci pour toutes ! ☺

1 578 J'aime

[Ajouter un commentaire...](#)

michalalfred82 S'abonner ...

359 publications • 61k abonnés • 625 abonnements

Michalak Fred Joueur LOU Rugby / Entrepreneur: Sport, Events... Twitter: @michalalfred / Snap: freddymich82

www.fitgroupsport.com



michalalfred82 • Abonné(e)

michalalfred82 Allez les ra ☺☺☺
@fifaworldcup

tyra_cle Look at that cute boy in the back! ☺❤️

yannicknyanga Allez le @racing92 aussi derrière.....!!!!!! ☺☺☺☺☺☺☺☺

nicou77 @michalalfred82 @yannicknyanga Fred il y a un pb avec le maillot derrière ?

ecureuilagii J'ai la même remarque @yannicknyanga ☺👉 bon match à tous

mickael.gr. La class

_charlotte_odell_ ☺

phanou331 Quelle classe ! Beau gosse le monsieur ☺ j'adore

ghislainejanin ☺☺☺

jeromejoshu Quelle beauté ❤️

do_diam Allez le @racing92 ☺☺☺

3 672 J'aime

IL Y A 3 JOURS

[Ajouter un commentaire...](#)

michalalfred82 5h

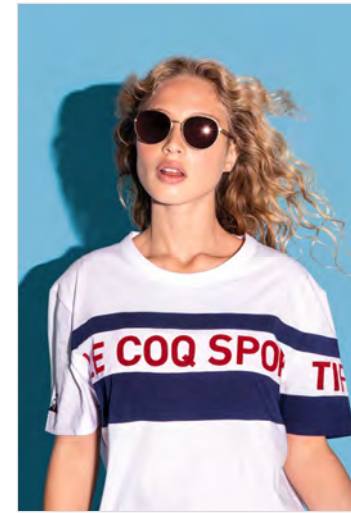


Envoyer message



EYEWEAR MARKETING

SS19 EYEWEAR CAMPAIGN



EYEWEAR SUPPORT

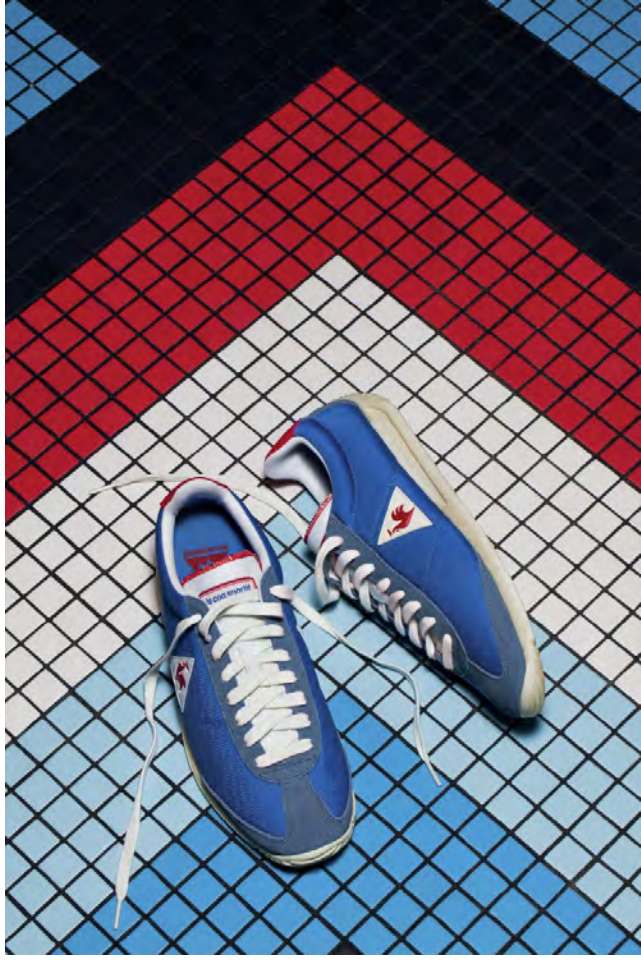
POS





AUG 19 COLLECTION





DESIGN SIGNATURES

TRIANGLE PIN



Triangle pin on acetate men's front

ENGRAVED LOGO



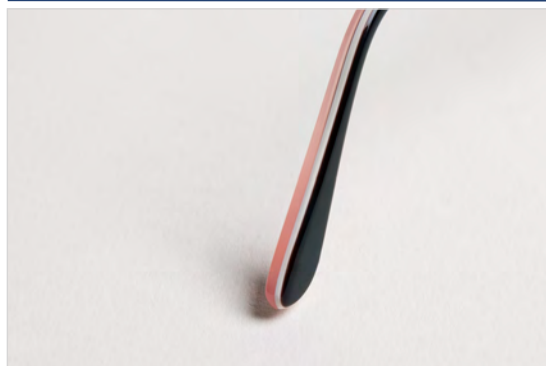
Engraved logo infill in blue - white - red, colours of the French flag

NEW SIGNATURE



Sports style temple with a new signature

LAYERS



Multi layer acetate for discreet detail

METAL RING



Very feminine and chic metal ring

TRIANGLE



Triangle on nose pad





PDM013547



PDM014312



PDM014313



PDM014317



PDM014318



PDM014319



PDM014321

AUG19

MEN COLLECTION OVERVIEW

MATERIAL

ACETATE



PDM014317



PDM014318



PDM014313



LCS2017

METAL



PDM013547



PDM014312



PDM014319



PDM014321



LCS4001A



LCS4002A

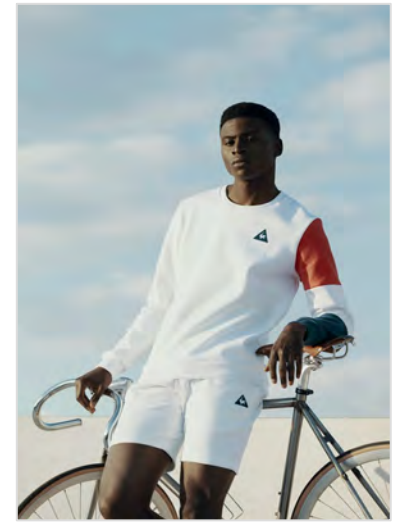
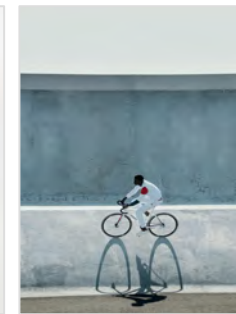
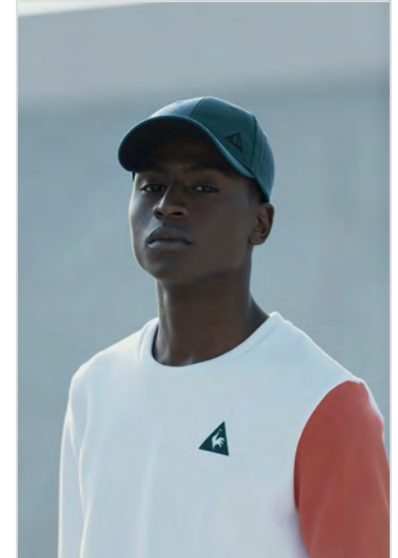


LCS4003



AUG19

ESSENTIELS



AUG 19 OPTICAL

CODE PDM013547

SIZE 54/17-140 **B** 32.5



C1 Matt Black



C2 Matt Navy



C3 Matt Brun

AUG 19 OPTICAL

CODE PDM013547

SIZE 54/17-140 B 32.5



C1 Matt Black

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM013547
Gender	Men
Frame Description	Metal Optical Full Rim
Colour Code	C1
Colour Description	Matt Black
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	54/17-140
B Dimension	32.5
ED	56.7
Screw to Screw	134
Mid to Mid	128
Tip to Tip	100

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Matt finish Stainless Steel
Temple Material & Finish	Matt finish Nickel Silver

MOQ

100 pcs/sku & 300 pcs/model

AUG 19

TECH



AUG 19 OPTICAL

CODE PDM014312

SIZE 56/16-140 B 46.7



012 Black/Yellow

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014312
Gender	Men
Frame Description	Metal Optical Full Rim
Colour Code	695
Colour Description	Blue/Red
Logo Style	Pad Print Logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicone pads
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	56/16-140
B Dimension	46.7
ED	66.3
Screw to Screw	135
Mid to Mid	140
Tip to Tip	110

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish stainless steel
Temple Material & Finish	Gloss finish Cupronickel

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014312

SIZE 56/16-140 **B** 46.7



012 Black/Yellow



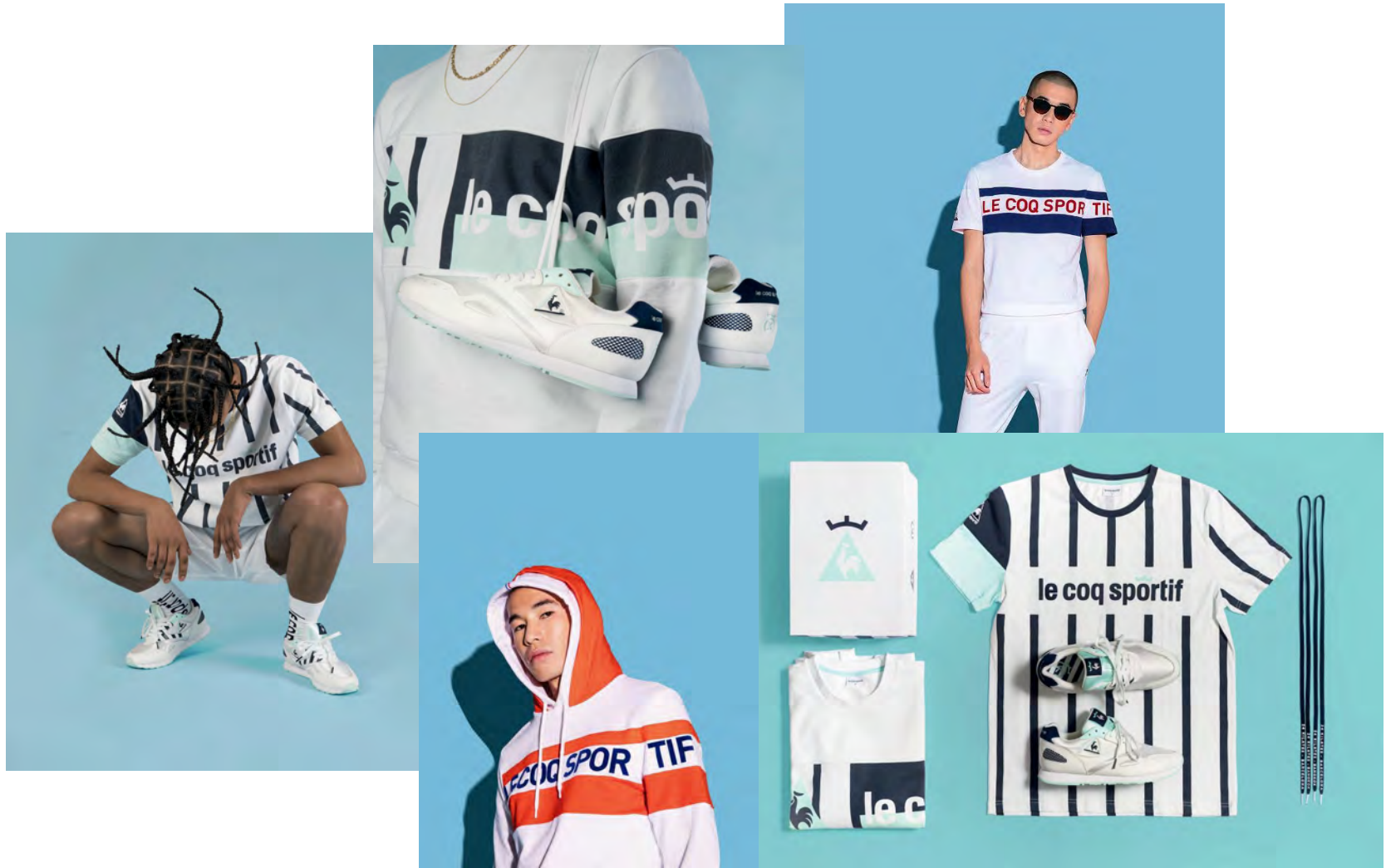
887 Silver/Navy



900 Grey/White

AUG19

MAXI LOGO



AUG 19 OPTICAL

CODE PDM014313

SIZE 58/21/145 B 47.6

**COMMENTS**

OPTION SIZE 56 TBC AFTER MIDO

195 Tort/Red

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014313
Gender	Men
Frame Description	Acetate Optical Full Rim
Colour Code	195
Colour Description	Tort/Red
Logo Style	HD print logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	58/21/145
B Dimension	47.6
ED	62
Screw to Screw	144
Mid to Mid	148
Tip to Tip	120

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.5
Front Material & Finish	Gloss finish acetate
Temple Material & Finish	Gloss finish acetate with HD print outside

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014313

SIZE 58/21/145 **B** 47.6



195 Tort/Red

COMMENTS

OPTION SIZE 56 TBC AFTER MIDO



012 Black/Yellow



687 Black/Navy



900 Grey/White

AUG 19 OPTICAL

CODE PDM014317

SIZE 53-20/145 B 39

**COMMENTS**

KEEP LOGO OUTSIDE FOR WS

900 Grey/White

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014317
Gender	Men
Frame Description	Acetate Optical Full Rim
Colour Code	900
Colour Description	Grey/White
Logo Style	HD print logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	53-20/145
B Dimension	39
ED	56.9
Screw to Screw	130
Mid to Mid	134
Tip to Tip	106

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.5
Front Material & Finish	Matt finish acetate
Temple Material & Finish	Gloss finish acetate with HD print outside

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014317

SIZE 53-20/145 **B** 39



COMMENTS

KEEP LOGO OUTSIDE FOR WS

900 Grey/White



012 Black/Yellow



195 Tort/Red



687 Black/Navy

AUG 19 OPTICAL

CODE PDM014318

SIZE 54/18/145 B 43

**COMMENTS**

LOGO WILL BE INSIDE

195 Tort/Red

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014318
Gender	Men
Frame Description	Acetate Optical Full Rim
Colour Code	900
Colour Description	Grey/White
Logo Style	HD print logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	laminated
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	54/18/145
B Dimension	43
ED	58.7
Screw to Screw	130
Mid to Mid	134
Tip to Tip	106

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.5
Front Material & Finish	Matt finish acetate
Temple Material & Finish	Gloss finish acetate with HD print outside

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014318

SIZE 54/18/145 **B** 43



KRYS



COMMENTS

LOGO WILL BE INSIDE

195 Tort/Red



012 Black/Yellow



687 Black/Navy



900 Grey/White

AUG 19 OPTICAL

CODE PDM014319

SIZE 53/18-140 B 34

**COMMENTS**

BLUE WHITE RED ROOSTER LOGO

887 Silver/Navy

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014319
Gender	Men
Frame Description	Metal Optical Full rim
Colour Code	695
Colour Description	Blue/Red
Logo Style	Pad print logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	53/18-140
B Dimension	34
ED	58.4
Screw to Screw	131
Mid to Mid	137
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish stainless steel
Temple Material & Finish	Gloss finish Cupronickel

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014319

SIZE 53/18-140 **B** 34



COMMENTS

BLUE WHITE RED ROOSTER LOGO

887 Silver/Navy



012 Black/Yellow



900 Grey/White

AUG 19 OPTICAL

CODE PDM014321

SIZE 56/17-140 B 33.3



900 Grey/White

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014321
Gender	Men
Frame Description	Metal Optical Full Rim
Colour Code	695
Colour Description	Blue/Red
Logo Style	Pad print logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	56/17-140
B Dimension	33.3
ED	59.9
Screw to Screw	136
Mid to Mid	142
Tip to Tip	110

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish stainless steel
Temple Material & Finish	Gloss finish Cupronickel

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014321

SIZE 56/17-140 **B** 33.3



900 Grey/White



012 Black/Yellow



887 Silver/Navy



PDM012435



PDM013542



PDM014309



PDM014311



PDM014314



PDM014315



PDM014316

AUG19

WOMEN COLLECTION OVERVIEW

MATERIAL

ACETATE



PDM012435



PDM013542



PDM014309



PDM014311



LCS1006A

METAL



PDM014314



PDM014315

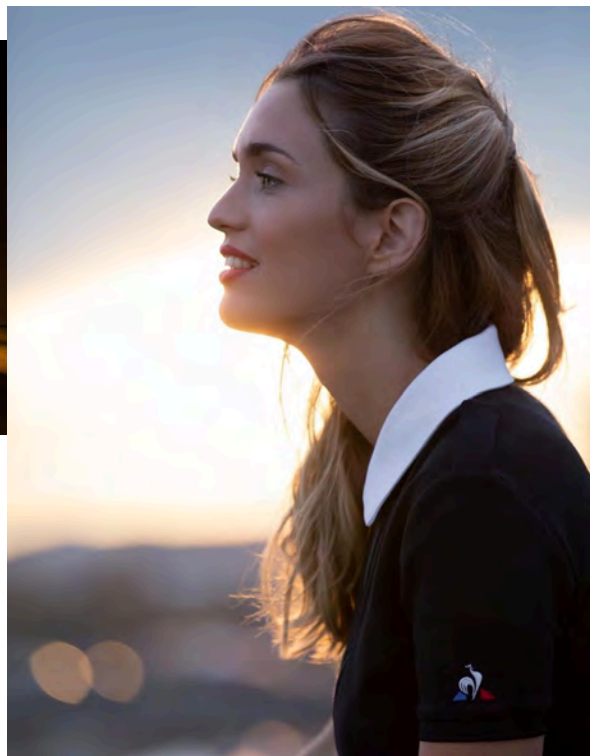


PDM014316



AUG19

ESSENTIELS



AUG 19 OPTICAL

CODE PDM012435

SIZE 49/18/140 B 41.5



273 Pink Grad

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM012435
Gender	Women
Frame Description	Acetate Optical Full Rim
Colour Code	273
Colour Description	Pink Grad
Logo Style	Metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	49/18/140
B Dimension	41.5
ED	50.7
Screw to Screw	126
Mid to Mid	130
Tip to Tip	104

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish acetate
Temple Material & Finish	Gloss finish acetate

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM012435

SIZE 49/18/140 **B** 41.5



273 Pink Grad



001 Black Crystal Grad

KRYS



C1 Black/Pink

AUG 19 OPTICAL

CODE PDM013542

SIZE 53/16-140 B 39



C1 Purple Tortoise

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM013542
Gender	Women
Frame Description	Plastic Optical Full Rim
Colour Code	C1
Colour Description	Purple Tortoise
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	53/16-140
B Dimension	39
ED	55.6
Screw to Screw	126.6
Mid to Mid	126.4
Tip to Tip	100

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish acetate
Temple Material & Finish	Gloss finish acetate

MOQ

150pcs/sku & 450 pcs/model

AUG 19 OPTICAL

CODE PDM013542

SIZE 53/16-140 **B** 39



KRYS



C1 Purple Tortoise



C2 Black



C4 Tortoise



C5 Purple

AUG 19 OPTICAL

CODE PDM014309

SIZE 52/16-140 B 36



203 Burgundy

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014309
Gender	Women
Frame Description	Acetate Optical Full Rim
Colour Code	203
Colour Description	Burgundy
Logo Style	Metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	52/16-140
B Dimension	36
ED	56.2
Screw to Screw	126.5
Mid to Mid	131
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish acetate
Temple Material & Finish	Gloss finish acetate

MOQ

100 pcs/color & 300 pcs/model

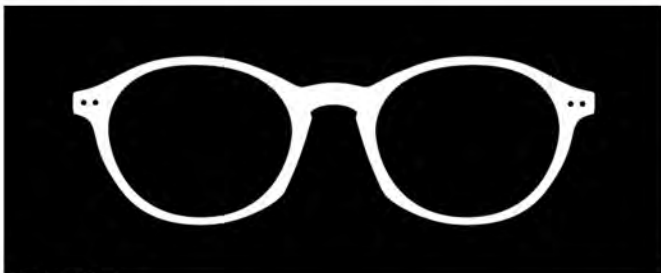
AUG 19 OPTICAL

CODE PDM014309

SIZE 52/16-140 **B** 36



203 Burgundy



001 Shiny Black



762 Purple Tortoise

AUG 19 OPTICAL

CODE PDM014311

SIZE 53/15-140 B 49



602 Dark Blue

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014311
Gender	Women
Frame Description	Acetate Optical Full Rim
Colour Code	602
Colour Description	Dark Blue
Logo Style	Metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	53/15-140
B Dimension	49
ED	57.5
Screw to Screw	128
Mid to Mid	132
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Gloss finish acetate
Temple Material & Finish	Gloss finish acetate

MOQ

100 pcs/color & 300 pcs/model

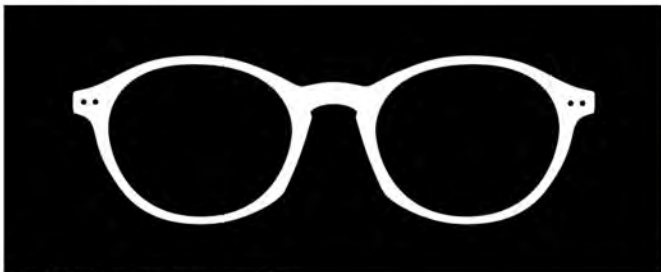
AUG 19 OPTICAL

CODE PDM014311

SIZE 53/15-140 **B** 49



602 Dark Blue



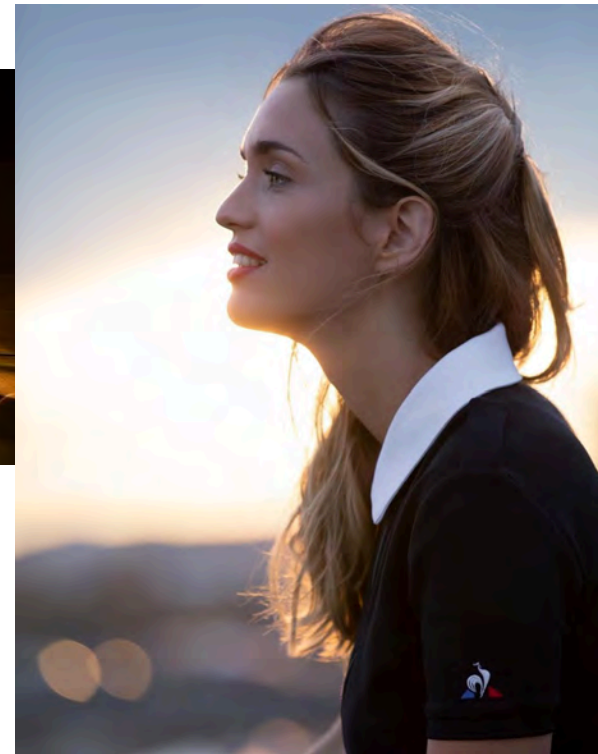
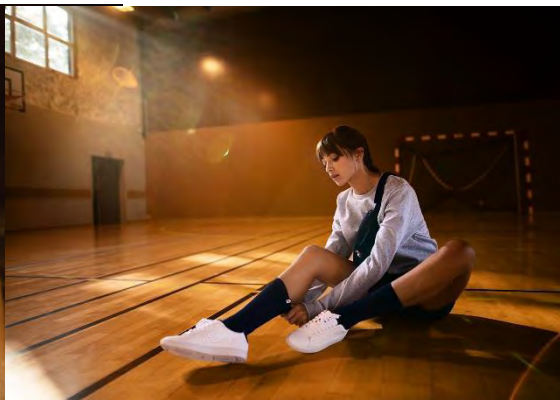
001 Black / Black and crystal tortoise



141 Tortoise

AUG19

ESSENTIELS



AUG 19 OPTICAL

CODE PDM014314

SIZE 50/17-140 B 46.1



403 Rose Gold/Burg

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014314
Gender	Women
Frame Description	Metal Optical Full Rim
Colour Code	403
Colour Description	Rose Gold/Burg
Logo Style	Laser logo filled with epoxy
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	50/17-140
B Dimension	46.1
ED	52.4
Screw to Screw	129
Mid to Mid	127
Tip to Tip	102

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Matt finish stainless steel
Temple Material & Finish	Matt finish nickel silver

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014314

SIZE 50/17-140 **B** 46.1



403 Rose Gold/Burg



441 Gold/Tort



473 Satin R. Gold/Pink

AUG 19 OPTICAL

CODE PDM014315

SIZE 53/16-140 B 44.2



473 Satin R.Gold/Pink

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014315
Gender	Women
Frame Description	Metal Optical Full rim
Colour Code	473
Colour Description	Satin R.Gold/Pink
Logo Style	Laser logo filled with epoxy
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	53/16-140
B Dimension	44.2
ED	58.8
Screw to Screw	129.8
Mid to Mid	128
Tip to Tip	103

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Shiny finish stainless steel
Temple Material & Finish	Shiny finish nickel silver

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014315

SIZE 53/16-140 **B** 44.2



473 Satin R. Gold/Pink

KRYS



403 Rose Gold/Burg



441 Gold/Tort

AUG 19 OPTICAL

CODE PDM014316

SIZE 54/14-140 B 47.5



KRY5



441 Gold/Tort

FRAME DESCRIPTION

Model No.	TBC
Model Name	N/A
PDM No.	PDM014316
Gender	Women
Frame Description	Metal Optical Full rim
Colour Code	441
Colour Description	Gold/Tort
Logo Style	Laser logo filled with epoxy
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon Pads
Adjustable Core Wire	Yes
Hinge Type	Spring Hinge

DIMENSIONS

Size.	54/14-140
B Dimension	47.5
ED	60.4
Screw to Screw	129
Mid to Mid	127
Tip to Tip	102

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 4.0
Front Material & Finish	Shiny finish stainless steel
Temple Material & Finish	Shiny finish nickel silver

MOQ

100 pcs/color & 300 pcs/model

AUG 19 OPTICAL

CODE PDM014316

SIZE 54/14-140 **B** 47.5



KRYS



441 Gold/Tort



403 Rose Gold/Burg



473 Satin R.Gold/Pink



CARRYOVER COLLECTION





LCS2017A (PDM012426)



LCS4001A (PDM011995)



LCS4002A (PDM011994)



LCS4003 (PDM014517)

AUG 19 OPTICAL

CODE LCS2017A

SIZE 51-20-145 B 40.6



102 Tort / Nude

FRAME DESCRIPTION

Model No.	LCS2017A
Model Name	N/A
PDM No.	PDM012426
Gender	Men
Frame Description	Acetate
Colour Code	102
Colour Description	Tort / Nude
Logo Style	Pad print
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	51-20-145
B Dimension	40.6
ED	TBC
Screw to Screw	128.8
Mid to Mid	133.3
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 400
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Acetate Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS2017A

SIZE 51-20-145 **B** 40.6



102 Tort / Nude



080 Black / Blue

AUG 19 OPTICAL

CODE LCS4001A

SIZE 56-18-140 B 35.1



666 Blue

FRAME DESCRIPTION

Model No.	LCS4001A
Model Name	N/A
PDM No.	PDM011995
Gender	Men
Frame Description	Metal
Colour Code	909
Colour Description	Gun
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	T-Groove
Nose Pad Type	Silicon
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	56-18-140
B Dimension	35.1
ED	61.4
Screw to Screw	142
Mid to Mid	150
Tip to Tip	116

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 450
Front Material & Finish	Semi Matt Metal Finish
Temple Material & Finish	Semi Matt Metal Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS4001A

SIZE 56-18-140 **B** 35.1



666 Blue



905 Gun Mat



909 Gun

AUG 19 OPTICAL

CODE LCS4002A

SIZE 54-15-140 B 36



909 Gun

FRAME DESCRIPTION

Model No.	LCS4002A
Model Name	N/A
PDM No.	PDM011994
Gender	Men
Frame Description	Metal
Colour Code	608
Colour Description	Blue
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	54-15-140
B Dimension	36
ED	59.9
Screw to Screw	133
Mid to Mid	141.5
Tip to Tip	109

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 450
Front Material & Finish	Stain Metal Finish
Temple Material & Finish	Satin Metal Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS4002A

SIZE 54-15-140 **B** 36



909 Gun



964 Gun mat



608 Blue

LCS4001A COLOR 666 "OKAY FOR COLOR"

AUG 19 OPTICAL

CODE LCS4003

SIZE 55-15-145 B 36.3



001 Noir

FRAME DESCRIPTION

Model No.	LCS4003A
Model Name	N/A
PDM No.	PDM014517
Gender	Men
Frame Description	Metal
Colour Code	001
Colour Description	Noir
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	55-15-145
B Dimension	36.3
ED	TBC
Screw to Screw	131
Mid to Mid	134.2
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 400
Front Material & Finish	Matt Metal Finish
Temple Material & Finish	Matt Metal Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS4003

SIZE 55-15-145 **B** 36.3



001 Noir



904 Gun

ROLLOVER WOMEN'S OVERVIEW 1 MODELS 3 COLOURS 3 SKUS



LCS1006A (PDM012259)

AUG 19 OPTICAL

CODE LCS1006A

SIZE 51-16-140 B 38



135 Tortoise

FRAME DESCRIPTION

Model No.	LCS1006A
Model Name	N/A
PDM No.	PDM012259
Gender	Woman
Frame Description	Acetate
Colour Code	135
Colour Description	Tortoise
Logo Style	Laser logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	51-16-140
B Dimension	38
ED	55.7
Screw to Screw	126.5
Mid to Mid	124.9
Tip to Tip	97

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Brushed Metal Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS1006A

SIZE 51-16-140 **B** 38



135 Tortoise



001 Black



223 Milky pink

AUG19

UNISEX COLLECTION OVERVIEW

MATERIAL

ACETATE



LCS1012A



LCS2006A

METAL



LCS4007A





LCS1012A (PDM011710)



LCS2006A (PDM011997)



LCS4007A (PDM011691)

AUG 19 OPTICAL

CODE LCS1012A

SIZE 49-19-140 B 42



102 Tort nude

FRAME DESCRIPTION

Model No.	LCS1012A
Model Name	N/A
PDM No.	PDM011710
Gender	Unisex
Frame Description	Acetate
Colour Code	102
Colour Description	Tort nude
Logo Style	metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	49-19-140
B Dimension	42
ED	TBC
Screw to Screw	122
Mid to Mid	127
Tip to Tip	101

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 400
Front Material & Finish	Gloss Acetate Finish
Temple Material & Finish	Gloss Acetate Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS1012A

SIZE 49-19-140 **B** 42



102 Tort nude



002 Black mat



166 Tortoise

AUG 19 OPTICAL

CODE LCS2006A

SIZE 54-17-145 **B** 33.5



002 Black mat

FRAME DESCRIPTION

Model No.	LCS2006A
Model Name	N/A
PDM No.	PDM011997
Gender	Unisex
Frame Description	Acetate
Colour Code	002
Colour Description	Black mat
Logo Style	metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	54-17-145
B Dimension	33.5
ED	57.1
Screw to Screw	131
Mid to Mid	137
Tip to Tip	101

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 450
Front Material & Finish	Matt Acetate Finish
Temple Material & Finish	Matt Acetate Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS2006A

SIZE 54-17-145 **B** 33.5



002 Black mat



001 Black



101 Tortoise

AUG 19 OPTICAL

CODE LCS2006A

SIZE 54-17-145 **B** 33.5



002 Black mat



001 Black



101 Tortoise

AUG 19 OPTICAL

CODE LCS4007A

SIZE 54-15-140 B 43.6



807 Silver

FRAME DESCRIPTION

Model No.	LCS4007A
Model Name	N/A
PDM No.	PDM011691
Gender	Unisex
Frame Description	Metal
Colour Code	807
Colour Description	Silver
Logo Style	metal sticker logo
Rx-Able	Yes
Type of Glazing	V-Groove
Nose Pad Type	Silicon
Adjustable Core Wire	Yes
Hinge Type	Spring hinge

DIMENSIONS

Size.	54-15-140
B Dimension	43.6
ED	TBC
Screw to Screw	126.7
Mid to Mid	130
Tip to Tip	103

MATERIALS

Lens Type	Demo Lens
Lens Material	Acrylic
Lens Coatings	N/A
Lens Base	Base 400
Front Material & Finish	Matt Metal Finish
Temple Material & Finish	Matt Acetate Finish

MOQ

TBC

AUG 19 OPTICAL

CODE LCS4007A

SIZE 54-15-140 **B** 43.6



807 Silver



080 Noir



922 Gun



THANK YOU