

The background of the entire page is a white paper with a complex, organic marbled pattern in shades of grey and light brown. The pattern consists of irregular, vein-like shapes that flow across the page.

maje
PARIS

Aurélie Gérodier
BARCELONA
21.06.18

AGENDA

THE BRAND

BRAND CAMPAIGN

BRAND NEWS

EYEWEAR SUPPORT

EYEWEAR COLLECTION



THE BRAND

THE BRAND VALUES AND CODES



The Maje girl is unconventional,
radiant. This urban woman is
seductive and connected to
the world

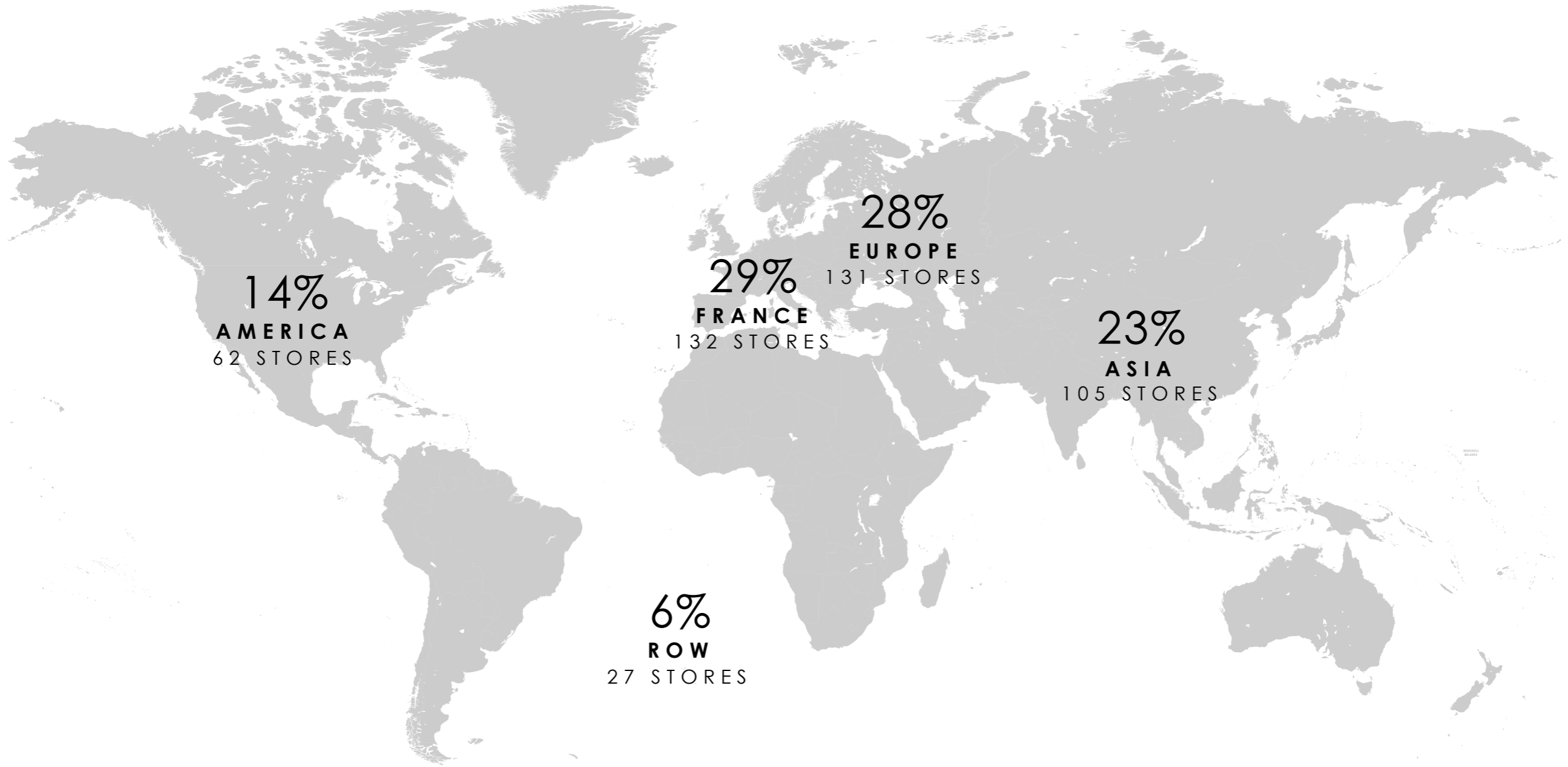
BOLD

MODERN DIVERSITY

FREEDOM POSITIVITY

DIFFERENT PERSONALITIES

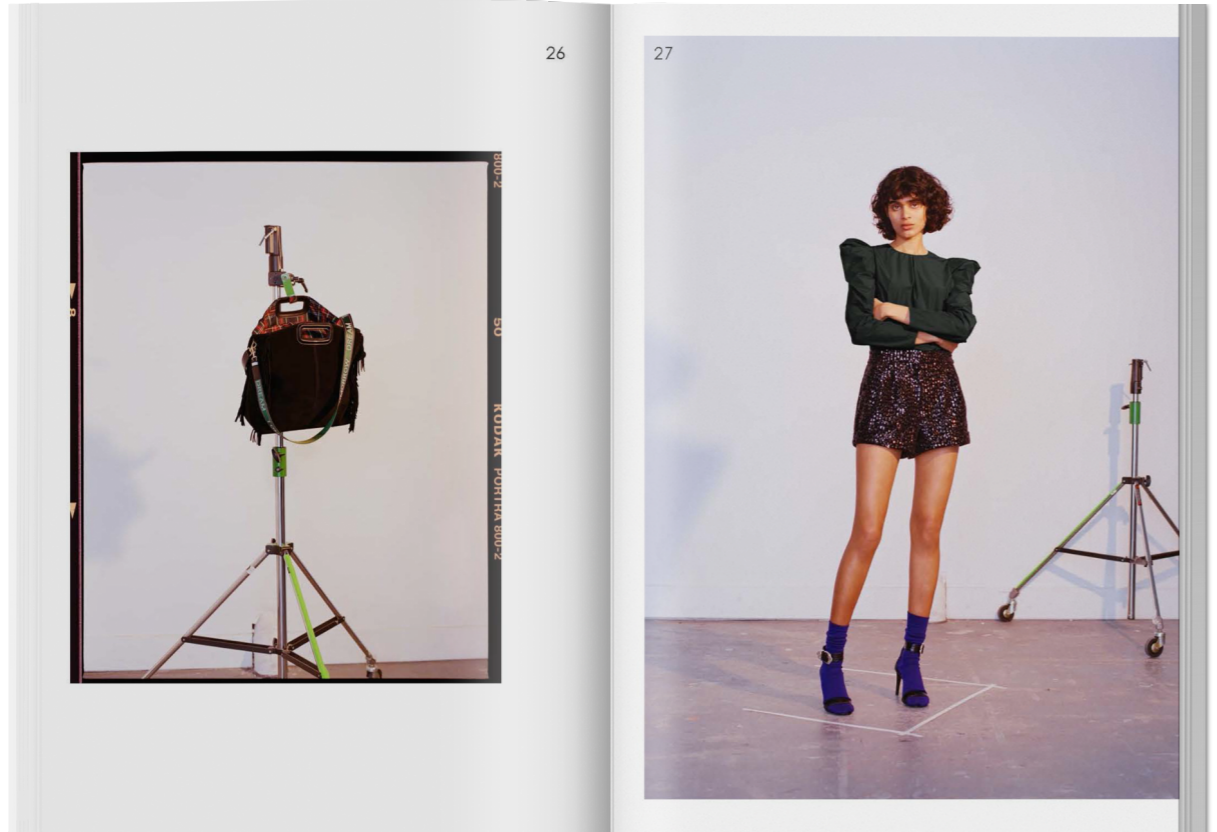
THE BRAND INTERNATIONAL





BRAND CAMPAIGN

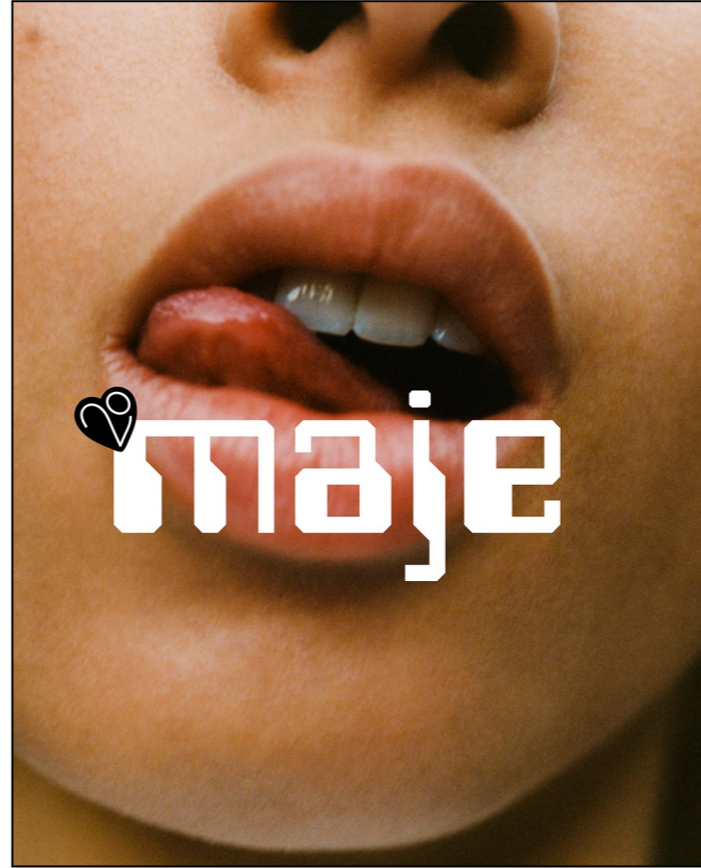
BRAND CAMPAIGN
FW18 LOOKBOOK





BRAND NEWS

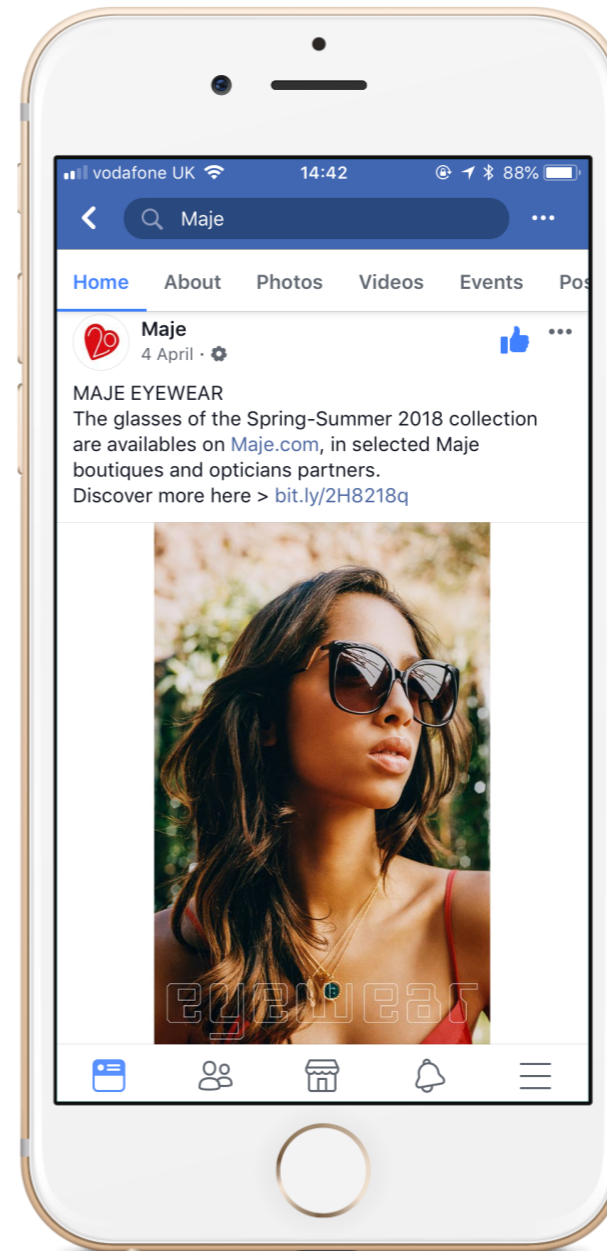
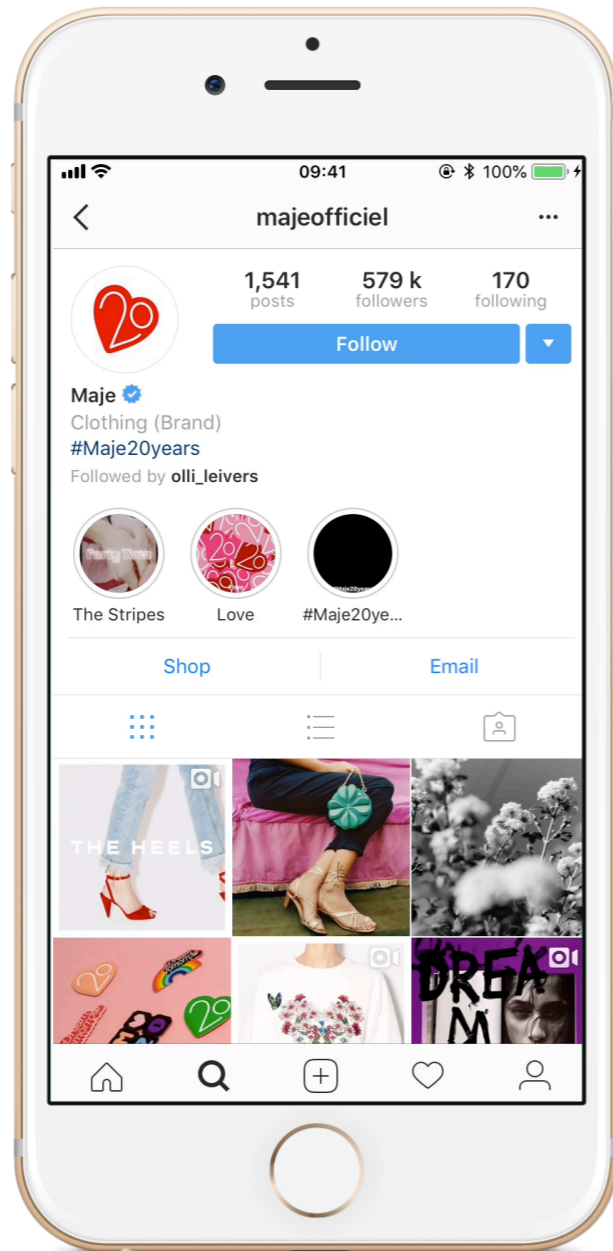
THE BRAND 20TH ANNIVERSARY





EYEWEAR SUPPORT

EYEWEAR SUPPORT FACEBOOK & INSTAGRAM



EYEWEAR SUPPORT POS





EYEWEAR COLLECTION

EYEWEAR COLLECTION
DESIGN SIGNATURES

EXCLUSIVE MIRROR LENSES



“full & flash” Three tones lenses colours

EYEWEAR COLLECTION
DESIGN SIGNATURES

ACETATE & METAL LAYERS



Crystal acetate layered with metal top bar

EYEWEAR COLLECTION
DESIGN SIGNATURES

METAL INLAID IN ACETATE



Crystal acetate surround with metal

EYEWEAR COLLECTION
DESIGN SIGNATURES

MONOGRAM ACETATE



the "M" monogram acetate

EYEWEAR COLLECTION
DESIGN SIGNATURES

GOLD METAL HIGHLIGHT



Gold metal bar on the bridge

EYEWEAR COLLECTION
DESIGN SIGNATURES

METAL CIRCLE



Lenses & thin metal thread

EYEWEAR COLLECTION DESIGN SIGNATURES

EXCLUSIVE MIRROR LENSES



"full & flash" Three tones lenses colours

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Crystal acetate layered with metal top bar

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the "M" monogram acetate

GOLD METAL HIGHLIGHT



Gold metal bar on the bridge

METAL CIRCLE



Lenses & thin metal thread

SUN 19 OVERVIEW 11 MODELS 1-6 COLOURS 47 SKUS



MJ5000 (PDM012635)



MJ5008 (PDM012082)



MJ5009 (PDM012085)



MJ5010 (PDM012086)



MJ5011 (PDM012087)



MJ5012 (PDM012091)



MJ7004 (PDM012078)



MJ7003 (PDM012077)



MJ7006 (PDM012083)



MJ7007 (PDM012084)



MJ7008 (PDM012089)

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TEXTURE BLOCKING



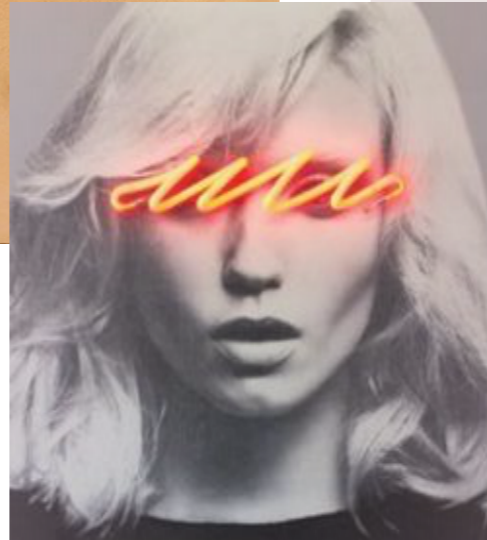
PDM012635



CODE MJ5000 **SIZE** 48/25-140 **B** 46 **COLOUR** 151 **PATTERN** BLACK/ BLACK CRYSTAL

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FUTURE ROMANTIC/MASK



PDM012077

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CODE MJ7003 **SIZE** 135-0-135 **B** 48 **COLOUR** COL 3 COPPER GOLD/ NUDE



961 COPPER GOLD/ CRYSTAL YELLOW



962 COPPER GOLD/ CHARCOAL



963 COPPER GOLD/ NUDE



890 SILVER/ MAUVE



882 SILVER/ CRYSTAL BLUE



941 ROSE GOLD/ CRYSTAL PINK

REMARKS SOME LENS NOT MATCH WELL WITH TOP BAR / SOME TIPS HIT LENSES

CODE MJ7003 **SIZE** 135-0-135 **B** 48

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METAL STRUCTURE/GEOMETRIC STRUCTURE FINISH



PDM012083, PDM012084 & PDM012089

MONDOTTICA
EYEWEAR BRAND PARTNERS

PDM012083

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CODE MJ7006 **SIZE** 53/15-135 **B** 46 **COLOUR** 963 COPPER GOLD/ NUDE



890 DUSTY SILVER/ MAUVE



943 ROSE GOLD/ CRYSTAL YELLOW



962 COPPER GOLD/ CHARCOAL



963 COPPER GOLD/ NUDE

REMARKS COL 2 & 4 COPPER GOLD SHOULD BE A LITTLE BIT MORE RED /
THE MIRROR PATTERN IS NOT BALANCE ON BOTH LENSES / ALL SKUS SHOULD HAVE AN BLUE BACK COAT /
MAJE WANT THE FLASH PATTERN TO BE MORE VISIBLE (BIGGER) ON THE LENSES CORNER:
PLEASE MAKE PROPOSE MORE OPTION OF PATTERN PLACEMENT (CUTTING THE LENSES CLOSER FROM THE PATTERN CORNER?)

CODE MJ7006 **SIZE** 53/15-135 **B** 46

PDM012084

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CODE MJ7007 **SIZE** 53/19-135 **B** 52 **COLOUR** 981 ROSE GOLD/ CRYSTAL PINK



943 ROSE GOLD/ CRYSTAL YELLOW



962 COPPER GOLD/ CHARCOAL
COPPER GOLD SHOULD BE A LITTLE BIT MORE RED



963 COPPER GOLD/ NUDE
COPPER GOLD SHOULD BE A LITTLE BIT MORE RED



981 ROSE GOLD/ LILAC

REMARKS THE MIRROR PATTERN IS NOT BALANCE ON BOTH LENSES / ALL SKUS SHOULD HAVE AN BLUE BACK COAT /
MAJE WANT THE FLASH PATTERN TO BE MORE VISIBLE (BIGGER) ON THE LENSES CORNER:
PLEASE MAKE PROPOSE MORE OPTION OF PATTERN PLACEMENT (CUTTING THE LENSES CLOSER FROM THE PATTERN CORNER?)

CODE MJ7007 **SIZE** 53/19-135 **B** 52

PDM012089

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CODE MJ7008 SIZE 57/21-135 B 57 COLOUR 890 SILVER/ MAUVE



961 COPPER GOLD/ CRYSTAL YELLOW
SCREW ON FRONT TO BE MATCHING
METAL FRAME COLOUR



963 COPPER GOLD/ NUDE
SCREW ON FRONT TO BE MATCHING
METAL FRAME COLOUR



890 SILVER/ MAUVE



882 SILVER/ CRYSTAL BLUE



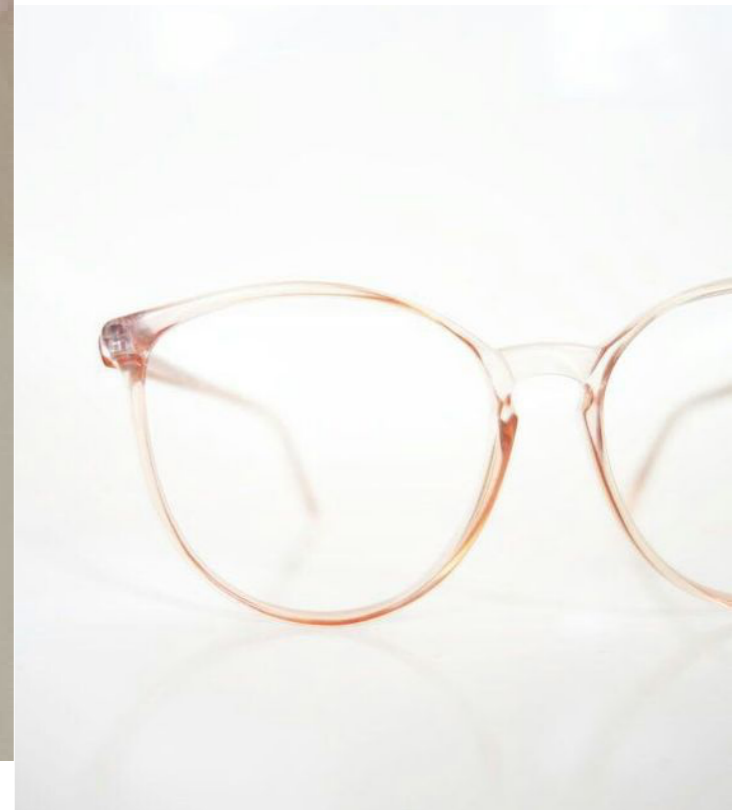
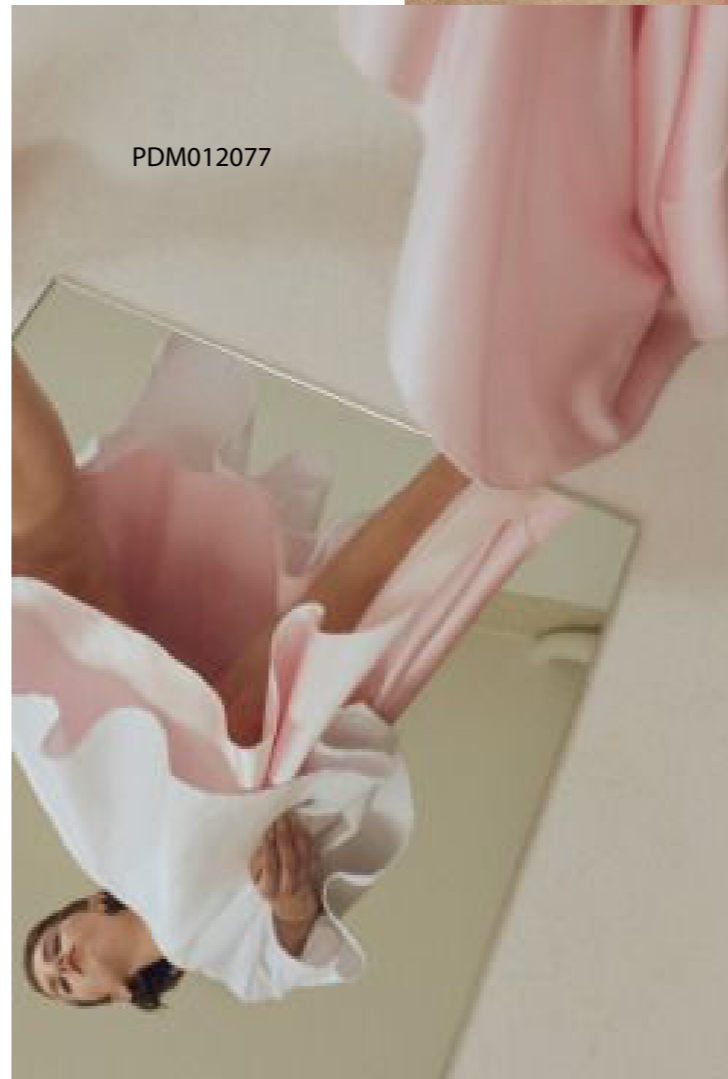
941 ROSE GOLD/ CRYSTAL PINK
SCREW ON FRONT TO BE MATCHING
METAL FRAME COLOUR

REMARKS GAP BETWEEN LENS AND RIM AT THE BOTTOM IS NOT AVOIDABLE / LENS SHAPE IS ROTATE DOWN

CODE MJ7008 **SIZE** 57/21-135 **B** 57

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FEMININE / LIGHTNESS



PDM012085, PDM012086 & PDM012087

PDM012085

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CODE MJ5009 SIZE 52/16-135 B 46 COLOUR 601 BEIGE



104 CRYSTAL BLACK



402 DK. OLIVE



201 AVANA



005 CRYSTAL BURG.



601 BEIGE

PDM012086

maje
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CODE MJ5010 SIZE 56/12-135 B 51 COLOUR 005 CRYSTAL BURG.



104 CRYSTAL BLACK



402 DK. OLIVE



201 AVANA



005 CRYSTAL BURG.



007 PINK/ LILAC



601 BEIGE

REMARKS SOME FRONT DISTORTED / ENDPIECE TOO SOFT / TIP IS ALSO LONGER THAN DRAWING /
ENDPEICE IS LONGER THAN DRAWING BUT I THINK IT IS NOT POSSIBLE TO SHORTEN AS THERE IS NOT ENOUGH SPACE FOR HINGE SOLDERING

CODE MJ5010 **SIZE** 56/12-135 **B** 51

PDM012087

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CODE MJ5011 **SIZE** 53/15-140 **B** 48 **COLOUR** 007 PINK



007 PINK



104 CRYSTAL BLACK
LENS SHOULD HAVE SILVER FLASH



202 SNAPPY TORT.

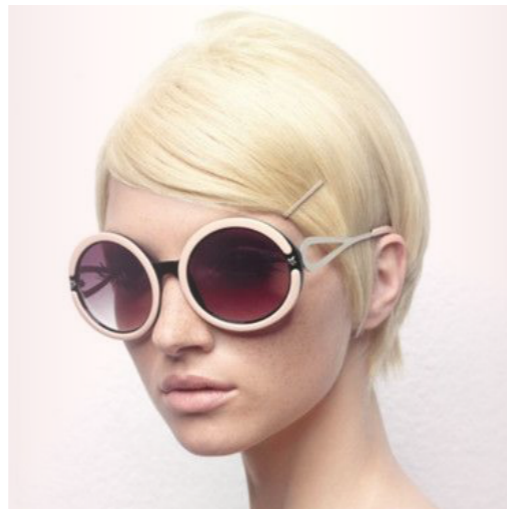


911 GOLD GREY GRAD

REMARKS LEFT & RIGHT EYE SHAPE ARE NOT BALANCE

CODE MJ5011 **SIZE** 53/15-140 **B** 48

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NEO-VINTAGE ICONS



PDM012078

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CODE MJ7004 SIZE 54/13-135 B 46 COLOUR 912 GOLD/ TORT.



910 GOLD / BLACK



912 GOLD/ TORT.
THE COPPER GOLD IS A BIT TOO GREEN



915 GOLD/ BURGUNDY
THE BURGUNDY TOP LINE IS NOT
MATCHING TO P#1817C

REMARKS SOME TOP BAR MATCHING TO THE RIM IS NOT GOOD /
TOP BAR LOWER PART CANNOT BE POLISHED, SURFACE FINISHING IS A BIT ROUGH BUT CANNOT AVOID IN PRODUCTION

CODE MJ7004 **SIZE** 54/13-135 **B** 46

PDM012082

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CODE MJ5008 **SIZE** 54/17-135 **B** 50 **COLOUR** 007 PINK/ LILAC



104 CRYSTAL BLACK



402 DK. OLIVE



201 AVANA



005 CRYSTAL BURG.



007 PINK/ LILAC



601 BEIGE

REMARKS THE TEMPLE LENGTH IS 5MM SHORTER / TIPS HIT LENS / GAP BETWEEN ENDPIECE & ACETATE RIM

CODE MJ5008 **SIZE** 54/17-135 **B** 50

PDM012091

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CODE MJ5012 SIZE 52/20-135 B 39 COLOUR 001 BLACK



001 BLACK



007 PINK



202 SNAPPY TORT.

The background of the entire image is a white marble with intricate, flowing grey and light brown veins. The pattern is organic and non-repeating, creating a sophisticated and elegant texture.

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PARIS

Thank You