

s a n d r o

PARIS



CHARLOTTE LAMY

SILMO

26.09.19

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# CONTENTS

BRAND

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PRODUCTS



BRAND

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## ESSENCE

Known for its clean lines and sophisticated aesthetic, Sandro is a leading accessible luxury Parisian brand featuring refined and versatile men's and women's collections.

**“L’élégance de  
la discrétion”**



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## PERSONALITY

- FRENCH BRAND
- FAMILY BUSINESS
- PARISIENNE NONCHALANCE
- AFFORDABLE LUXURY
- SOPHISTICATED, MODERN, CHIC



**“Elegance, allure  
& discretion”**

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POSITIONING

**H&M**

TOPSHOP

**ZARA**

NEW LOOK

**COS**

*& other Stories*

FAST FASHION

maje  
PARIS

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PARIS

**CLAUDE  
PIERLOT**

**MARC JACOBS**

**SÉZANE**

**ZADIG & VOLTAIRE**

**The Kooples**

**A.P.C.**

AFFORDABLE LUXURY

  
**HERMÈS**  
PARIS



  
LOUIS VUITTON

  
**CHANEL**

LUXURY

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# WOMAN

## TARGET PROFILE

Active women, self-confident, smart

## VALUES

Freedom, Sincerity, Discretion

## STYLE

Refined, sleek, feminine-masculine,  
chic and cool with Parisienne  
nonchalance



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## MAN

### TARGET PROFILE

Active men, uninhibited, who have a thirst for elegance and contemporary style

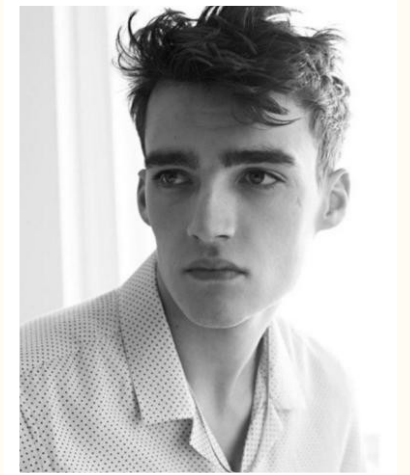
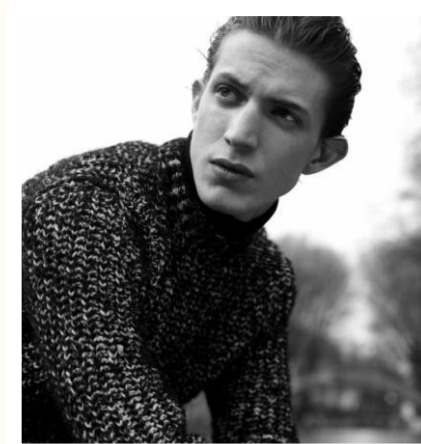
### VALUES

Freedom, sincerity, discretion

### STYLE

Sober, chic and cool, with a Parisienne nonchalance.

They don't want to feel 'costumed'





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PRODUCTS



READY TO WEAR



TRAINERS



ACCESSORIES

MEN



READY TO WEAR



TRAINERS



SHOES



BAGS & ACCESSORIES

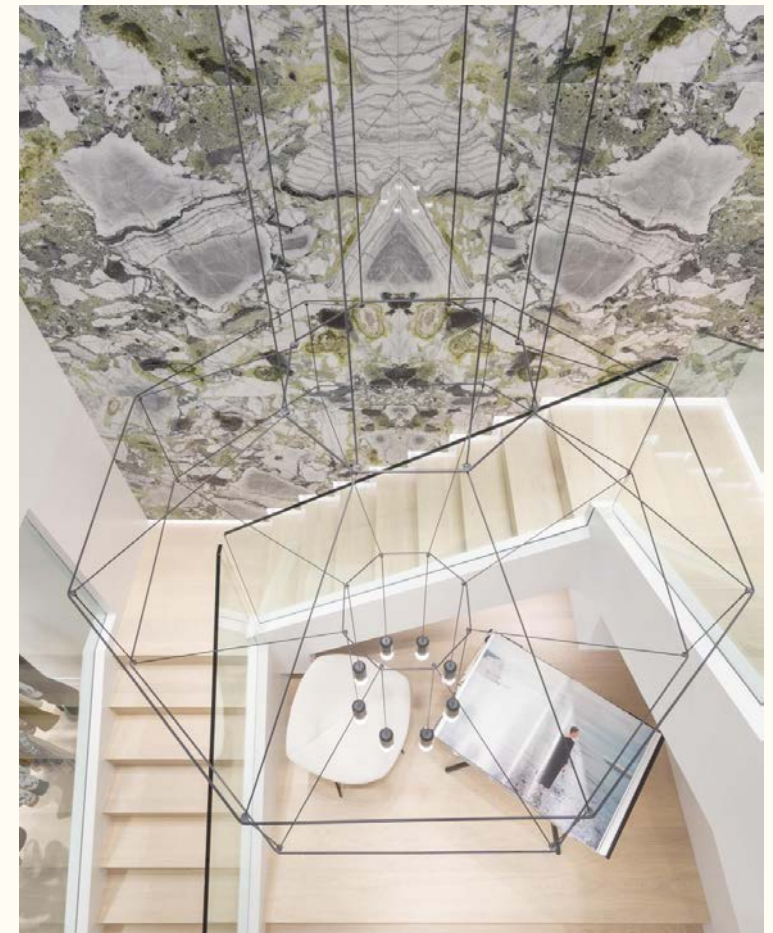
WOMEN

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## STORES

The pure simplicity of clean lines and graphic features emphasise a resolutely understated and sophisticated space.



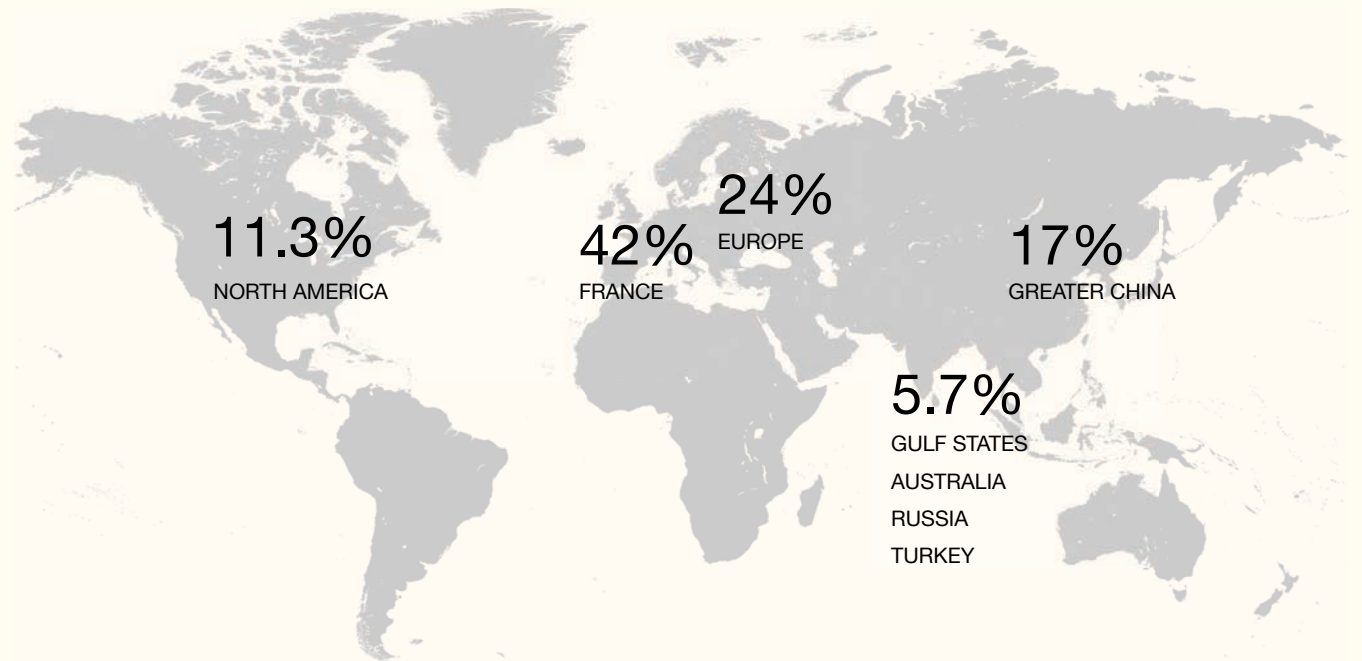
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## WORLDWIDE DISTRIBUTION

Brand presence in 39 countries

More than 646 points of sale



BRAND NEWS

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## HELLO MEXICO!

The Group opens its first two free-standing stores in Mexico City for Sandro and Maje in the prestigious Artz Pedregal mall.

Building on the success of its first corners opened in 2015 and the desirability of its brands in Mexico, SMCP is taking a new step forward.



FW 19 CAMPAIGN

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Discover the selection



FALL

2019

WINTER

View the jackets

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[View the jackets.](#)



[View the coats](#)





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[View the sneakers](#)



Under the warmth of the autumn light, three authentic personalities are the  
new faces of this season.

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Under the warmth of the autumn light, three authentic personalities are the  
new faces of this season.



FALL /  
WINTER

EYEWEAR

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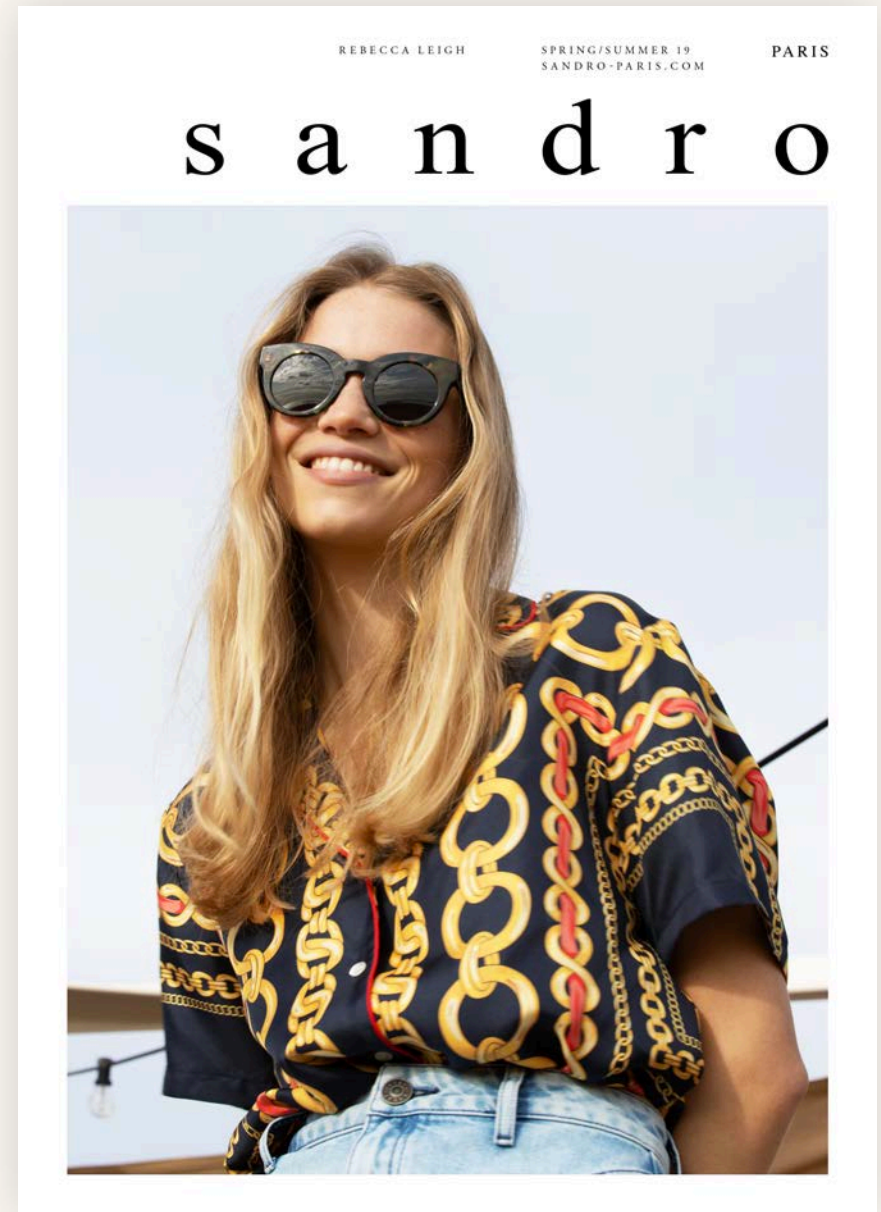
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## FW19 CAMPAIGN WOMEN'S SUN

Designed to be worn with attitude, Sandro's new sunglasses collection for both men and women is contemporary and versatile. For fail safe sartorial success, these frames have been designed to add a light-heartedness, and an air of individuality as the finishing touch to any look.

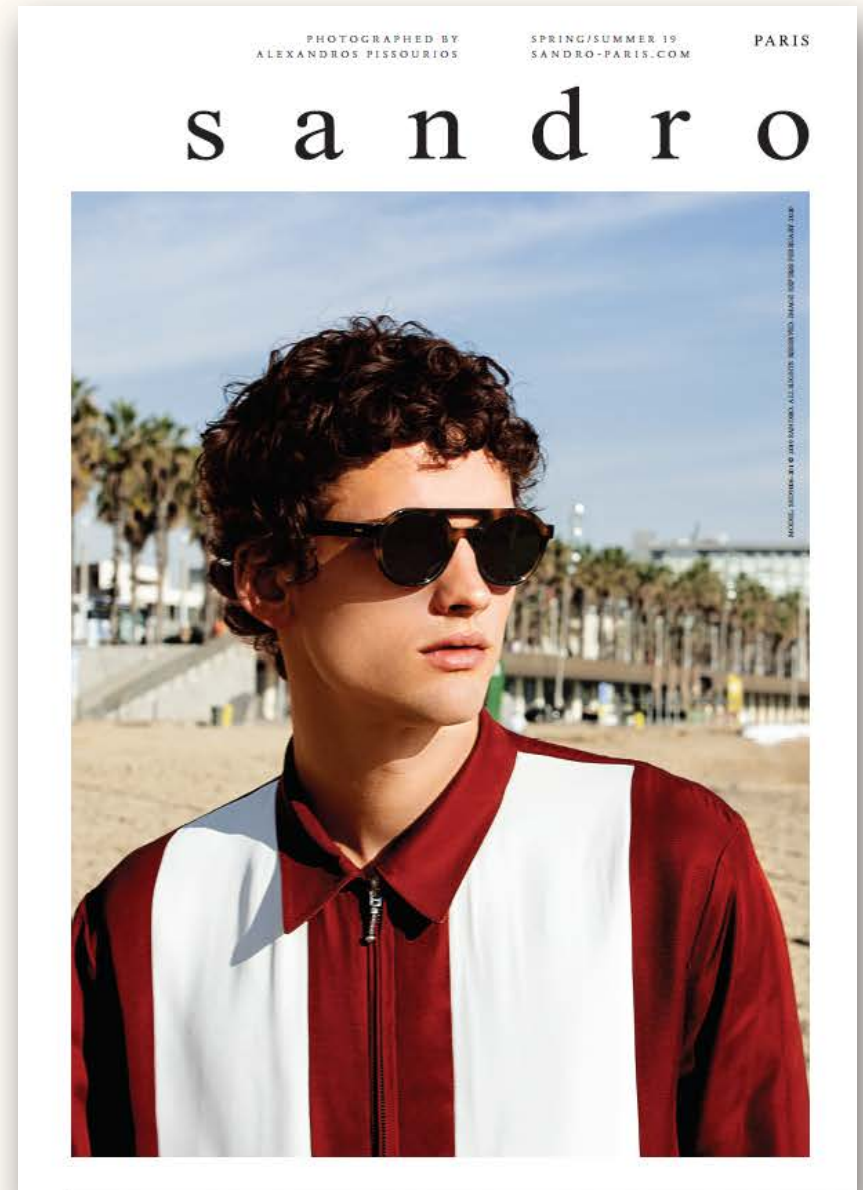


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## FW19 CAMPAIGN MEN'S SUN

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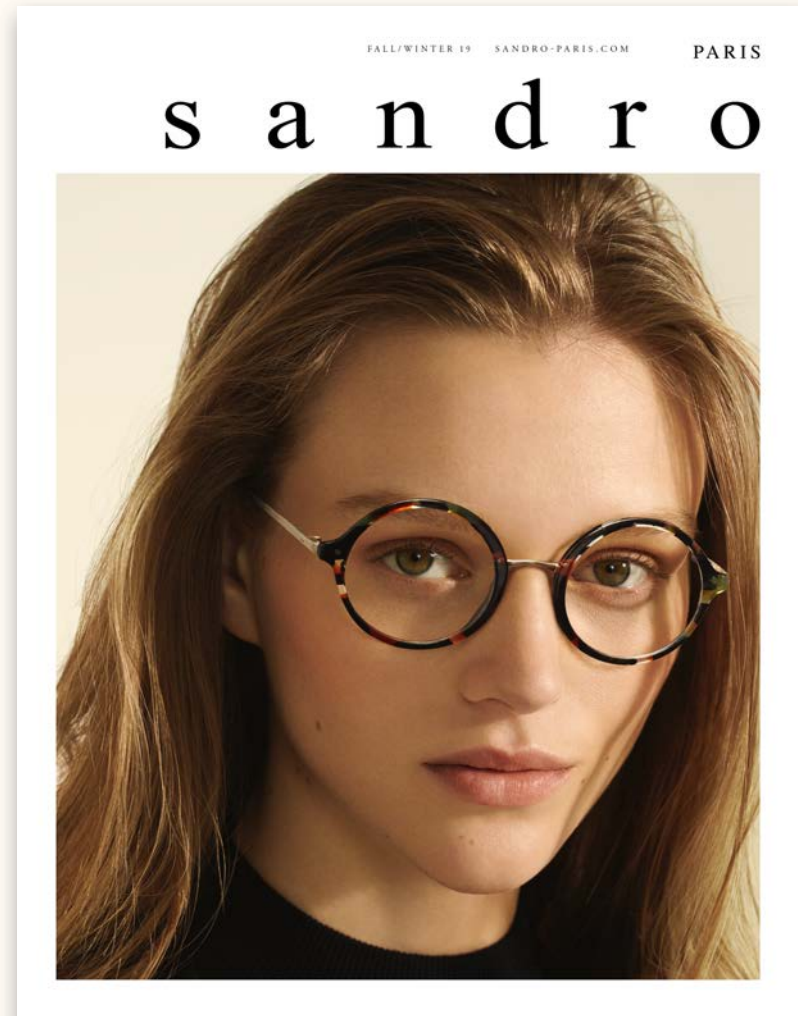


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## FW19 CAMPAIGN WOMEN'S OPTICAL

Infused with the charm of the Parisian house, the new Sandro women's optical collection offers unique feminine styles all with a vintage essence.



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## FW19 CAMPAIGN MEN'S OPTICAL

Deftly combining the sophistication of formal wear with the laid-back minimalism of streetwear, Sandro Homme reinterprets the everyday essentials with one eye on the past and one on the future.



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FW19 CAMPAIGN  
STYLE SHOTS






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POS

SPRING/SUMMER 19 SANDRO-PARIS.COM PARIS

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WOMEN'S OPTICAL SHOWCARD B4  
IN STOCK  
£6.56 / €7.41 / \$8.40  
SDSCV1SS19

MEN'S OPTICAL SHOWCARD B4  
IN STOCK  
£6.56 / €7.41 / \$8.40  
SDSCV2SS19

WOMEN'S SUN SHOWCARD B4  
IN STOCK  
£6.56 / €7.41 / \$8.40  
SDSCV3SS19

WOMEN'S SUN SHOWCARD A5  
IN STOCK  
£4.55 / €5.14 / \$5.82  
SDSCV4SS19

MEN'S SUN SHOWCARD A5  
IN STOCK  
£4.55 / €5.14 / \$5.82  
SDSCV5SS19

DOUBLE SIDED SUN BANNER A1  
IN STOCK  
\$9.63 / €10.88 / \$12.03  
SDWBV1SS19

CAMPAIGN FRAMES  
MEN'S OPTICAL - SD3003 890  
WOMEN'S OPTICAL - SD4007 903  
MEN'S SUN - SD5006 201  
WOMEN'S SUN - SD6008 220

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POS

PHOTOGRAPHED BY  
ALEXANDROS PISSOURIOS


SPRING/SUMMER 19  
SANDRO-PARIS.COM

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GOLD PACK: WINDOW STRIP + 4 SHOWCARDS  
+ 1 BANNER + 1 LOGO BLOCK  
£18 / €21.60 / \$27 IN STOCK  
SDPACKGOLDSS19



3 PCS DISPLAY STAND  
£18 / €21.60 / \$27 IN STOCK  
SDDS17101411



WINDOW STRIP 170 X 45MM  
£12.50 / €15 / \$18.75 IN STOCK  
SDWSV1SS19



LOGOBLOCK  
£3.40 / €4.08 / \$5.10 IN STOCK  
SDLB17101410

27

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PACKAGING



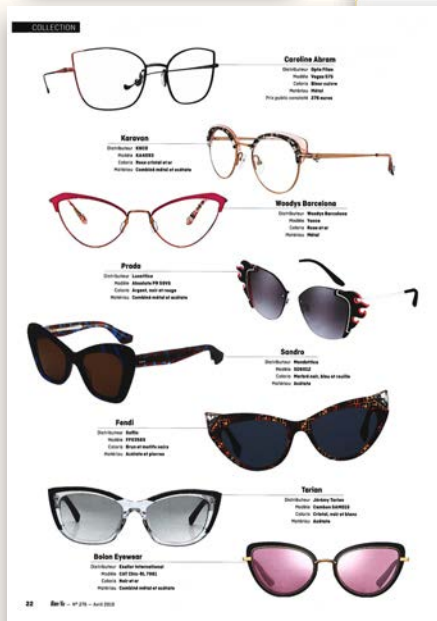


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PRESS

Trade




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# PRESS

Trade

**HELLO NEW SEASON**



MODELE SD6008


The SD6008 model embodies timelessness. With its large face, it displays tailor-made elements such as the five-hinge hinge and the triple rivets (exclusive signature) which combine perfectly with the visible metal structure of the branches.



MODELE SD6008

The Sandro man is a nostalgic and a lover of the classic. He embodies the authentic Parisian style while grace. Rascally elegant, he keeps his mind cool and rebellious. We will find in this collection shades of black and gray, with shades of scale and crystal.

The SD5006 model perfectly represents this aestheticism. A retro form but with a lamination game that gives the vision of a geometric line along the branches. A deep bevel circling glasses brings character.



**SPRING / SUMMER**


The scale, very graphic, is the main theme of this new men's and women's collection. The hinges are all made exclusively for Sandro.

Sandro Eyewear is distributed by Mandottica.  
For more information, contact 01 45 62 24 94 or visit [www.mandottica.com](http://www.mandottica.com).

*This content is brought to you by Mandottica*

**Collection**  
Graphic and color for the 2nd solar collection of character signed Sandro

14/08/2019 11:08



Rebecca wears model SD3005 and Simon model SD2004

Sandro is the "Parisian" brand, leader in the accessible luxury segment. It stands out through refined and offbeat collections for women and men. Evelynne Chetrite, founder and director of creation since 1984, imposes a new aestheticism: modern and sophisticated clothes with a grain of androgyny. In 2008, Ilan Chetrite, son of Evelynne, develops the Sandro Homme line focusing on classics reworked with an ultra modern touch.

**Today, Sandro has more than 580 points of sale in the world.**

For its second solar collection, the brand is inspired by the ready-to-wear style. A classic color palette that is both bold and at the same time gives a chic and timeless look, like the Sandro woman.

## EYEWEAR FASHION BLOG

POSTED ON AUGUST 16, 2019

[GO BACK](#)

### Update Your Eyewear Wardrobe with Sandro Frames

Take on any occasion with confidence in new sophisticated specs from [Sandro](#). These artisanal frames boast pilotlike and rounded silhouettes that showcase a fresh spin on a timeless look. Gals can dive into feminine designs that present sleek fronts, metallic accents and temples with marbled patterns. Meanwhile, understated double bridges and layered effects reveal an edgy statement that's perfect for any fashion-conscious gent. Step out in style in soft blues and classic blacks. Take a look, below.



Tags: eyeglasses, eyewear, frames, glasses, men's, Mandottica, optical, Optics, Sandro, Sandro (SD 3005), Sandro (SD 4009), specs, women's

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PRODUCTS

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WOMEN'S COLLECTION

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WOMEN'S DESIGN FEATURES

SUR-MESURE



Custom made five barrel hinge  
with real rivets

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WOMEN'S DESIGN FEATURES

SUBLIMATION



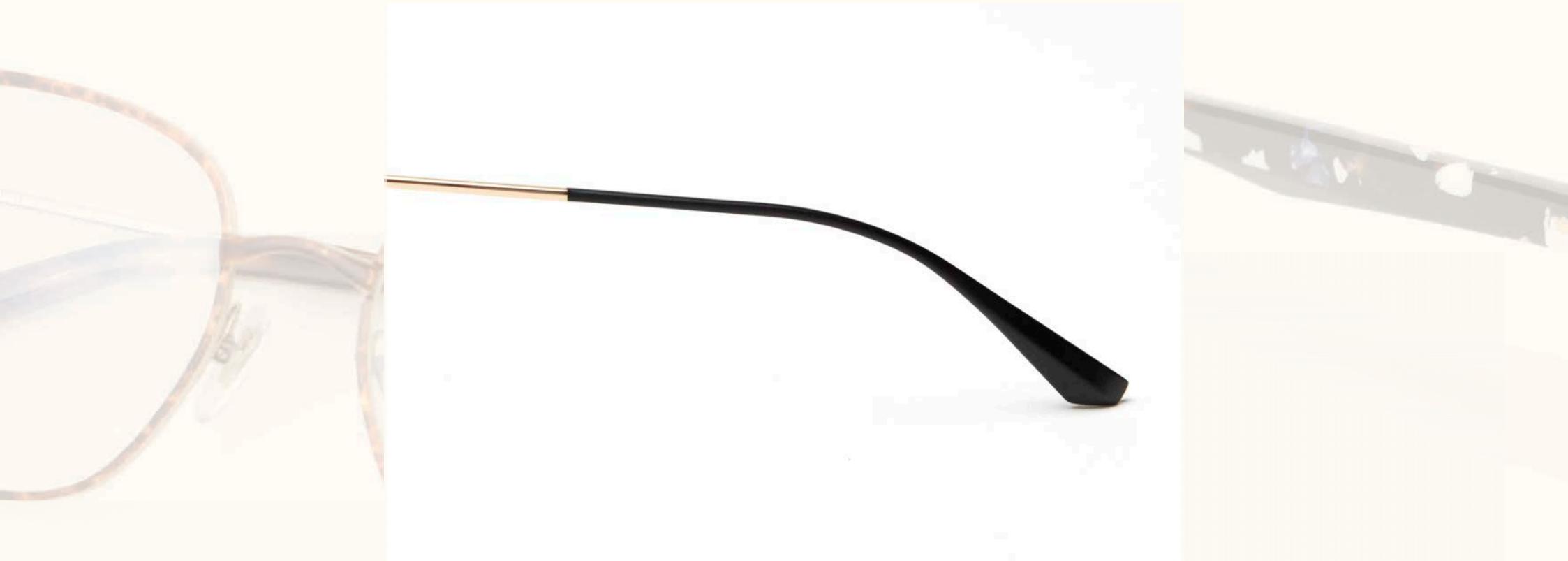
Paper transfer technique

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WOMEN'S DESIGN FEATURES

CONTRAST



Two tone colours on metal temple

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WOMEN'S DESIGN FEATURES

LAMINATION



Laminated exclusive acetate

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WOMEN'S DESIGN FEATURES

NEW COLOURS



New tortoise colours:  
spicy red and baby blue

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WOMEN'S DESIGN FEATURES

SIGNATURE



Distinctive three-point  
rivets signature

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WOMEN'S DESIGN FEATURES

SUR-MESURE



Custom made five barrel hinge with real rivets

SUBLIMATION



Paper transfer technique

CONTRAST



Two tones colours on metal temple

LAMINATION



Laminated exclusive acetate

NEW COLOURS



New tortoiseshell colours: spicy red and baby blue









SIGNATURE



Distinctive three-point rivets signature

# WOMEN'S COLLECTION OVERVIEW

## MATERIAL and PRICING

<p>ACETATE</p>	 <p>SD2023 (PDM015317)</p>	 <p>SD2027 (PDM015332)</p>  <p>SD2026 (PDM015329)</p>  <p>SD2025 (PDM015327) ★</p>
<p>COMBINED</p>	 <p>SD2022 (PDM015314)</p>	
<p>METAL</p>	 <p>SD4013 (PDM015269)</p>  <p>SD4012 (PDM015321) ★</p>  <p>SD4011 (PDM015320) ★</p>	

ENTRY PRICE

69 to 75€

MID PRICES

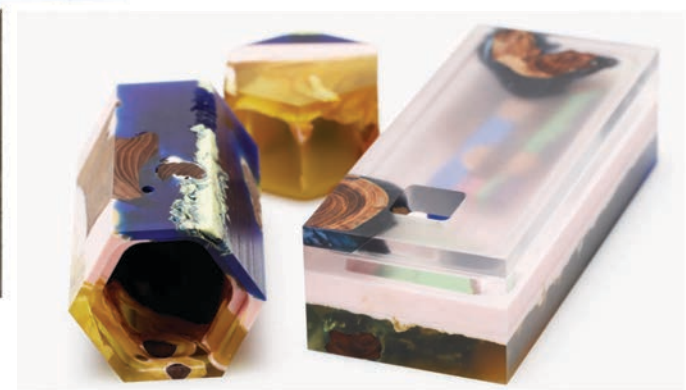
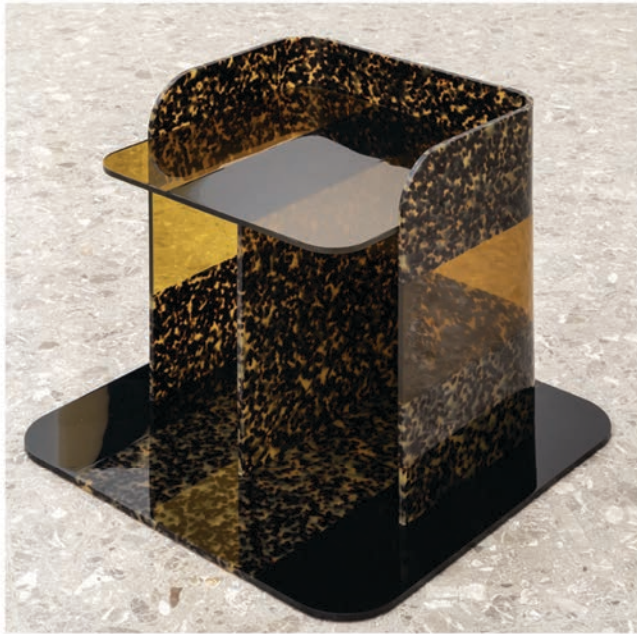
76 to 85€



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LUXURIOUS LAMINATION



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LUXURIOUS LAMINATION



**SD2027** 501 RED



**SD2026** 007 PIN

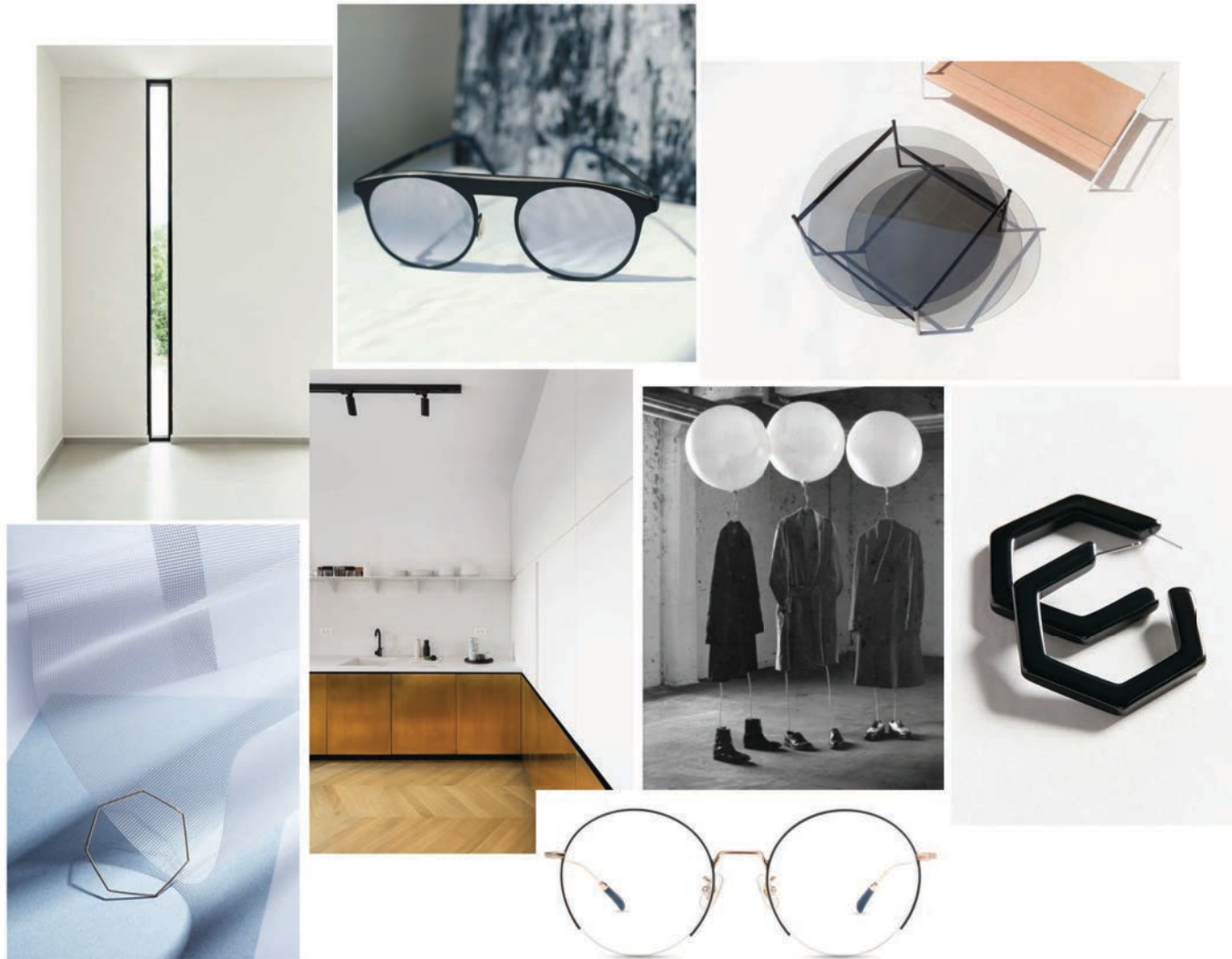


**SD2025** 234 TOR

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MINIMAL METALS



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MINIMAL METALS



**SD4001** 904 ROS GLD ★



**SD4012** 009 GLD



**SD4013** 009 L GLD



**SD4007** 910 BLK/GLD

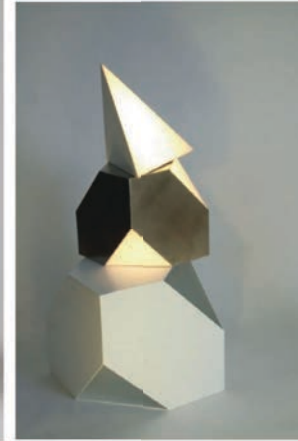


**SD4005** 910 BLK/GLD

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CREATIVE COMBINATIONS



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CREATIVE COMBINATIONS



**SD2022** 250 BLU



240 RED

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SUPER CHUNKY



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SUPER CHUNKY



**SD2023** 001 BLK



MEN'S COLLECTION

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MEN'S DESIGN FEATURES

SUR-MESURE



Custom made five barrel hinge  
with real rivets

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MEN'S DESIGN FEATURES

GRAPHIC



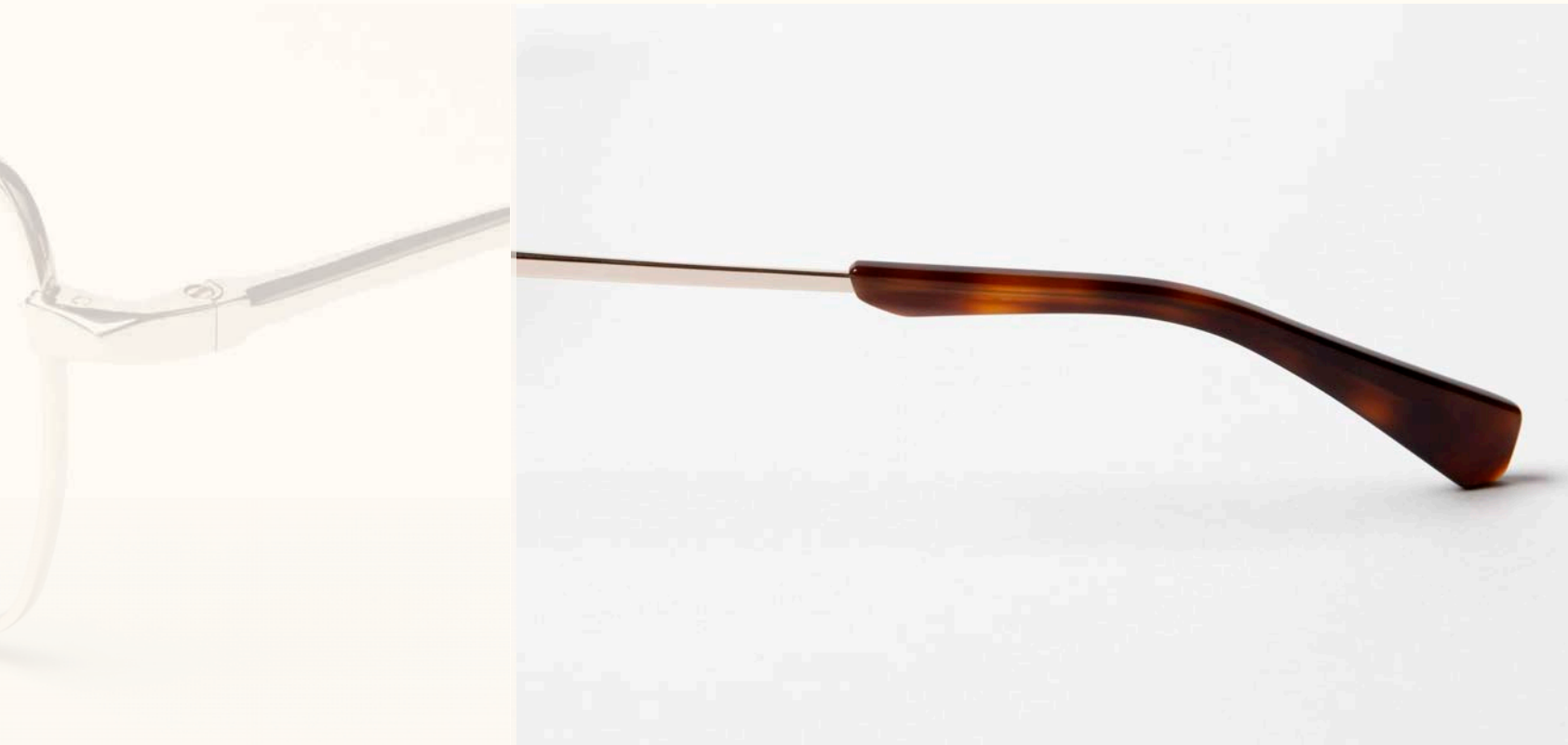
Sharp end piece

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MEN'S DESIGN FEATURES

CONTRAST



Re colour endtips

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MEN'S DESIGN FEATURES

DETAILS



Laminated exclusive acetate

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MEN'S DESIGN FEATURES

EXCLUSIVE



Nose pads

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MEN'S DESIGN FEATURES

SIGNATURE



Distinctive three-point  
rivets signature

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MEN'S DESIGN FEATURES

SUR-MESURE



Custom made five barrel hinge with real rivets

GRAPHIC



Sharp end piece

CONTRAST



Metal endtips

DETAILS



Laminated exclusive acetate

EXCLUSIVE



Nose pads

SIGNATURE



Distinctive three-point rivets signature



# MEN'S COLLECTION OVERVIEW

## MATERIAL & PRICING

ACETATE



SD1022 (PDM015253)

SD1024 (PDM015255)



SD1025 (PDM015256)



SD1023 (PDM015254)



SD1026 (PDM015263)

METAL



SD3008 (PDM015257)



SD3009 (PDM015267)

ENTRY PRICE

69 to 75€

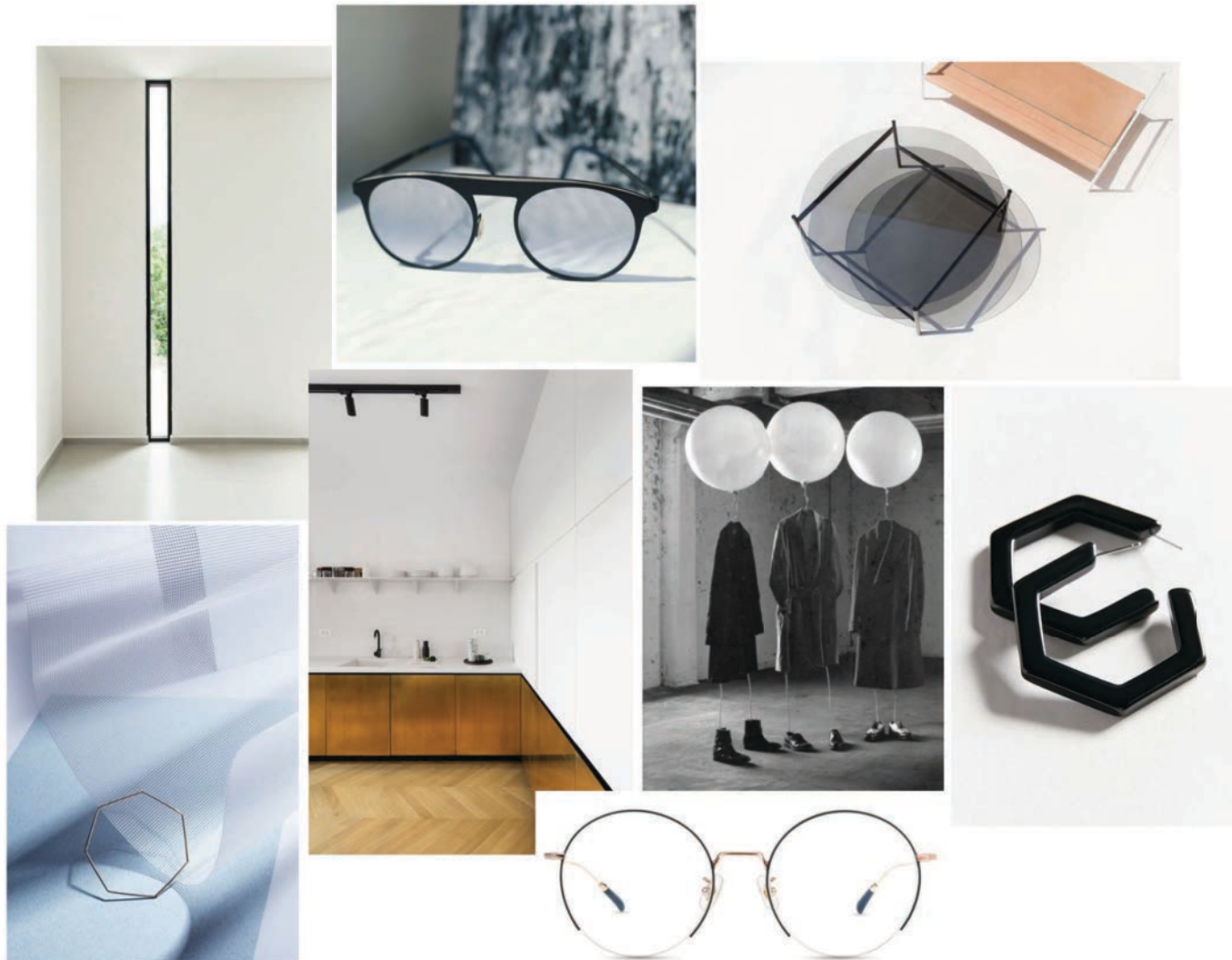
HIGH PRICES

76 to 85€

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MINIMAL METALS



s a n d r o

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MINIMAL METALS



**SD3008** 001 BLK



**SD3008** 880 SIL ★

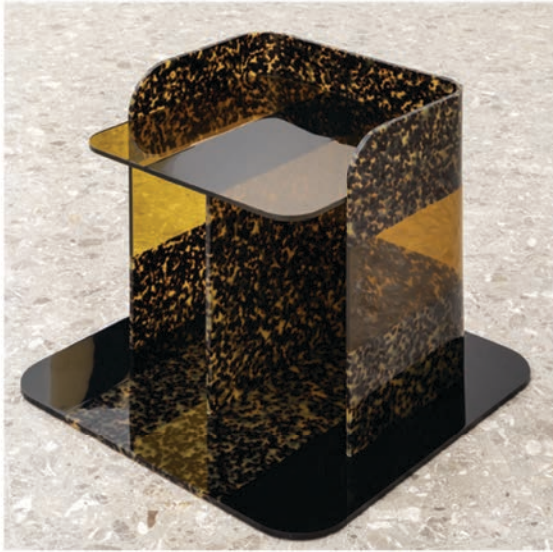


**SD3003** 912 GLD/TOR

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ACETATE ALLSTARS



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ACETATE ALLSTARS



**SD1024** 207 GRY TOR ★



**SD1025** 101 BLK CLR



**SD1026** 211 DK TOR GRY ★



**SD1022** 207 TOR

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CLASSIC CRYSTALS



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CLASSIC CRYSTALS



**SD1023** 008 GRY

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THANK YOU