T E D B A K E R LONDON ONE GIANTLEAP JAN/APR 2018 OPTICAL

AW17 OPTICAL CAMPAIGN

Head-turning Clooks Jooks and instant wisdom!

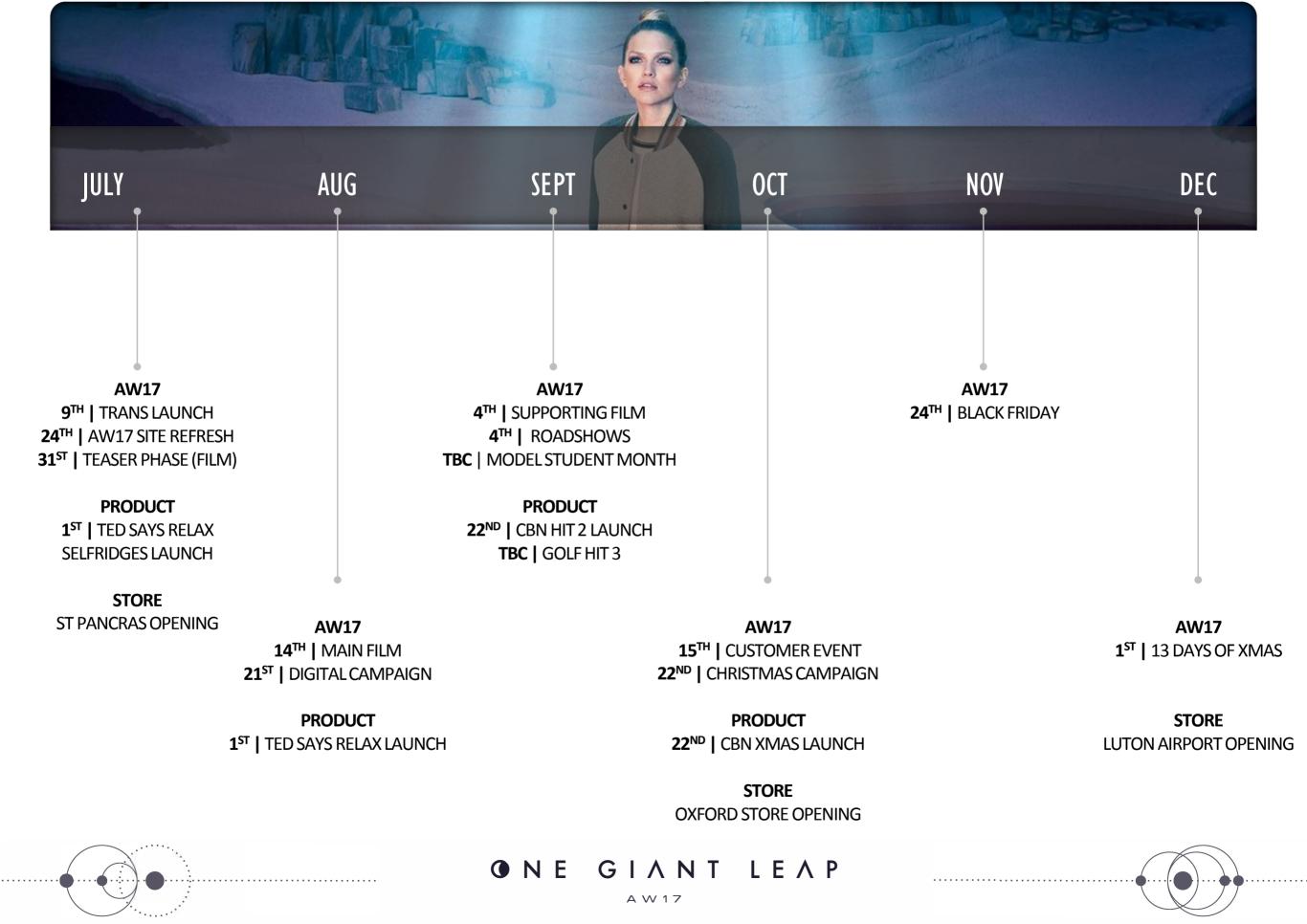
Ted's eye for detail remains as true to his roots as ever in his coveted optical collection. Quirky distinctive styling meets handcrafted quality, for an ocular spectacular that mixes and matches bold colours and patterns to create unparalleled, individual eyewear.

With frames lined in unique prints, and hidden trims concealing messages, Ted's eyewear is as inventive and original as it is upbeat and vibrant... just like the man himself, in fact.





















BRAND ACTIVITY





ALL ABOARD TED'S NEW ST PANCRAS STORE!

Taking inspiration from the luxury steam trains of the 1920s, the boutique-style store celebrates the romance and magic of the golden age of travel. Inside, guests can peruse Ted's new Autumn/Winter 2017 menswear, womenswear and accessories collections.

NEW STORE OPENINGS

UK

- Bicester (Outlet)
- Oxford, Westgate
- Luton

NORTH AMERICA

• Chicago Fashion Outlet

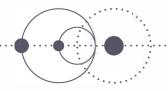
MIDDLE EAST & AFRICA

• Doha, Villagio Mall

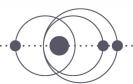
ASIA

• India, Emporio Mall



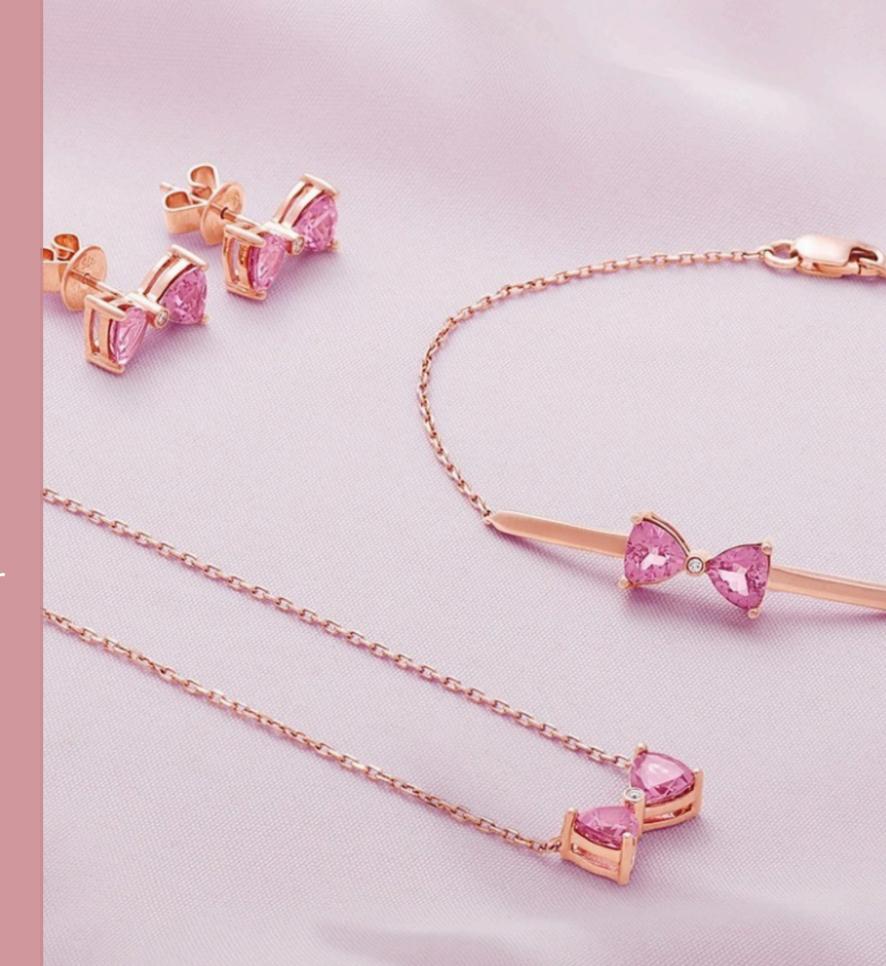






TED'S PRECIOUS WONDERS

After travelling the globe to source the perfect precious stones, Ted debuts his first ever fine jewellery line.





Ted Says Relax

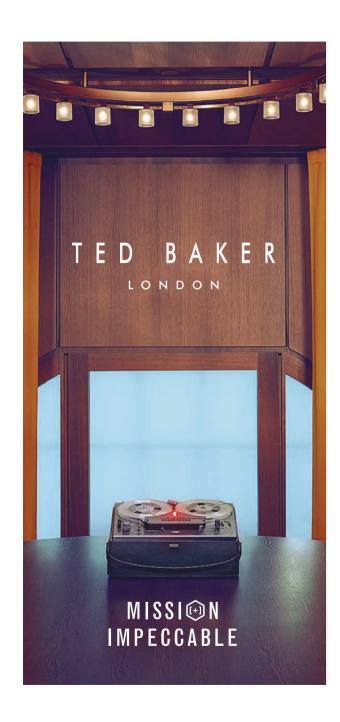






MARKETINGACTIVITY

BOOTS OPTICIANS-RECALL ACTIVITY



find your signature style with Ted Baker Discover Ted's stylish collection for men and women at your local Boots Opticians, handcrafted with his signature attention to detail: - Arms lined in Ted's signature prints.

with distinctive hinge trims

- Rich two-tone colours and signature metal buttons at the ends of the arms

 For comfort and style to match, ask about Ted's Finely Framed UTX collection; they're 30% lighter than regular frames

browse the latest range when you come in for your Eye Test at Boots Opticians



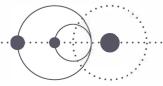


ACTIVITY

- Ted Baker leaflet/ insert inclusion in the Boots Aftercare Programme.
- Targeting customers that are due for their next eye test.
- Results are based upon mailings landing between 21st November 2016 – 6th March 2017 and is only an initial view as some offers are still live.

OBJECTIVE

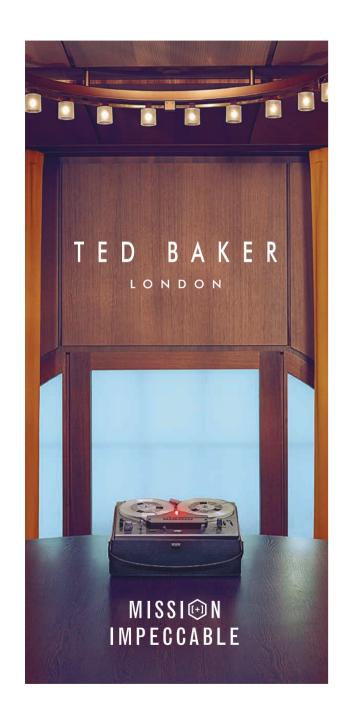
- Raise brand awareness.
- Increase sales of Ted Baker optical frames.







BOOTS OPTICIANS-RECALL ACTIVITY





browse the latest range when you come

in for your Eve Test at Boots Opticians

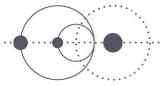


TARGETING

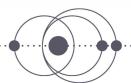
- Male and Female customers between the ages of 18-55.
- Previously purchased Ted Baker frames or a similar brand adjacency.
- Database of 50,000.

RESULTS

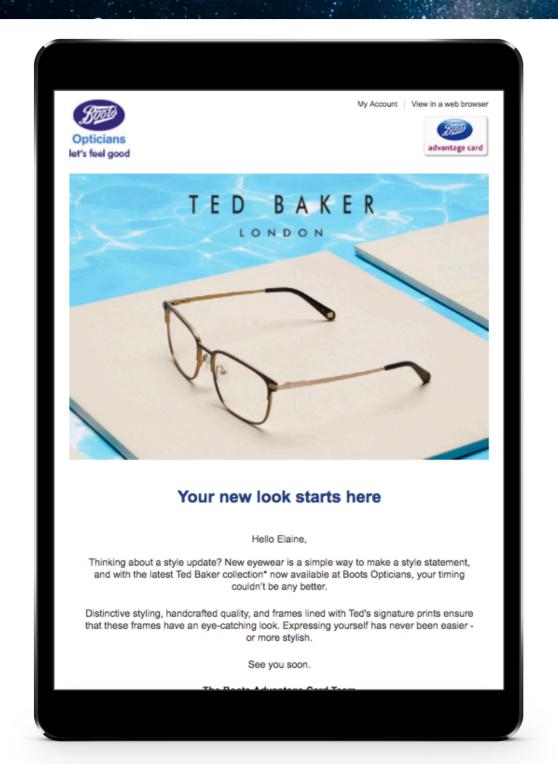
- Above average response rate of 9.21%.
- Linked sales of £60,000 which accounts for 15% of total sales for the period.
- Customers between 18-25 have over indexed and are the most engaged with the designer focussed message.

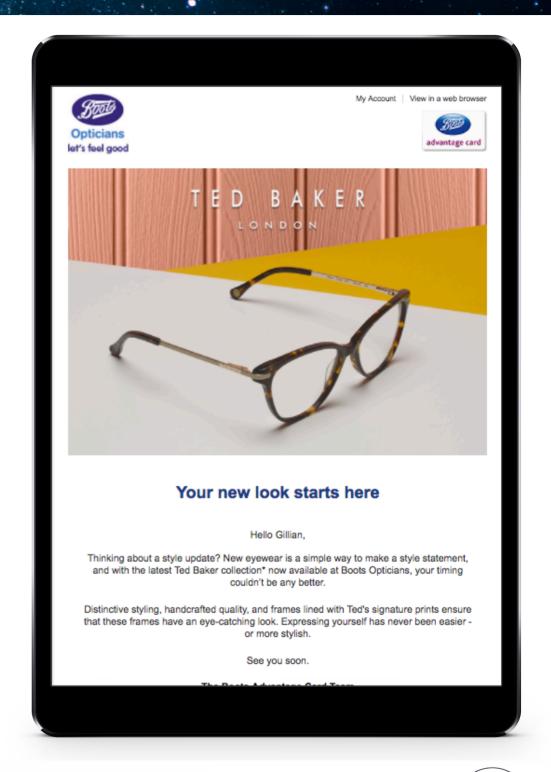


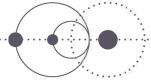




BOOTS OPTICIANS-SOLUS EMAIL

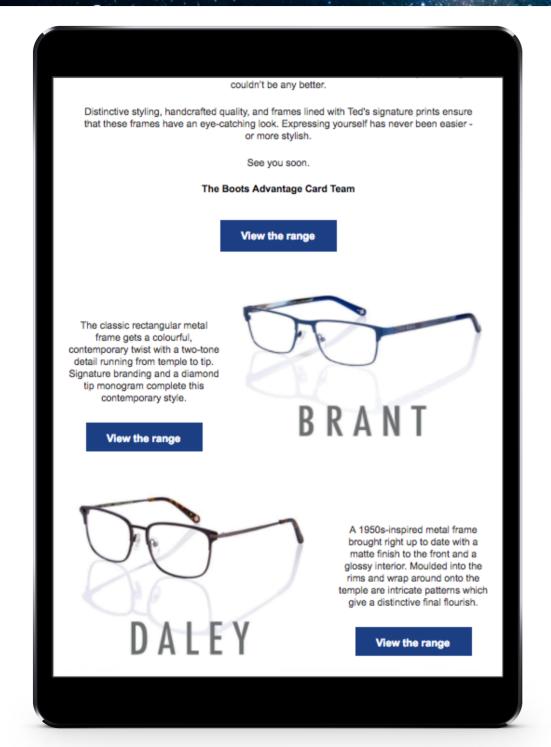


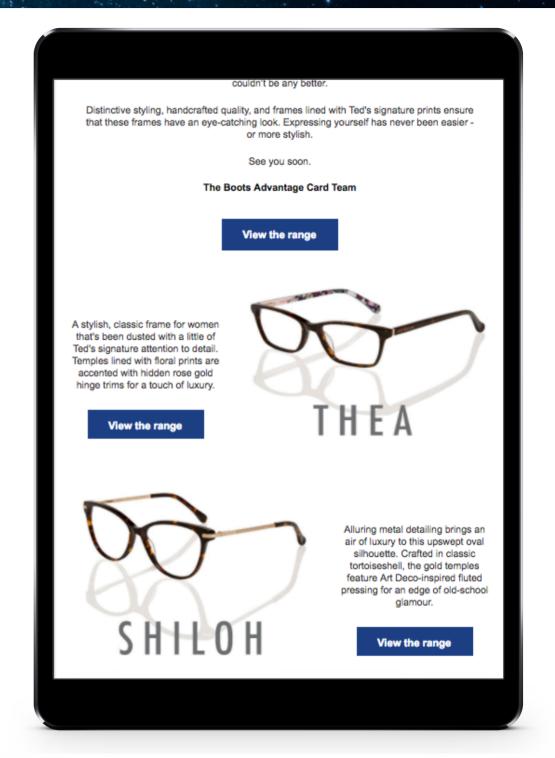


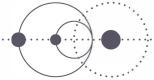




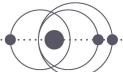
BOOTS OPTICIANS-SOLUS EMAIL

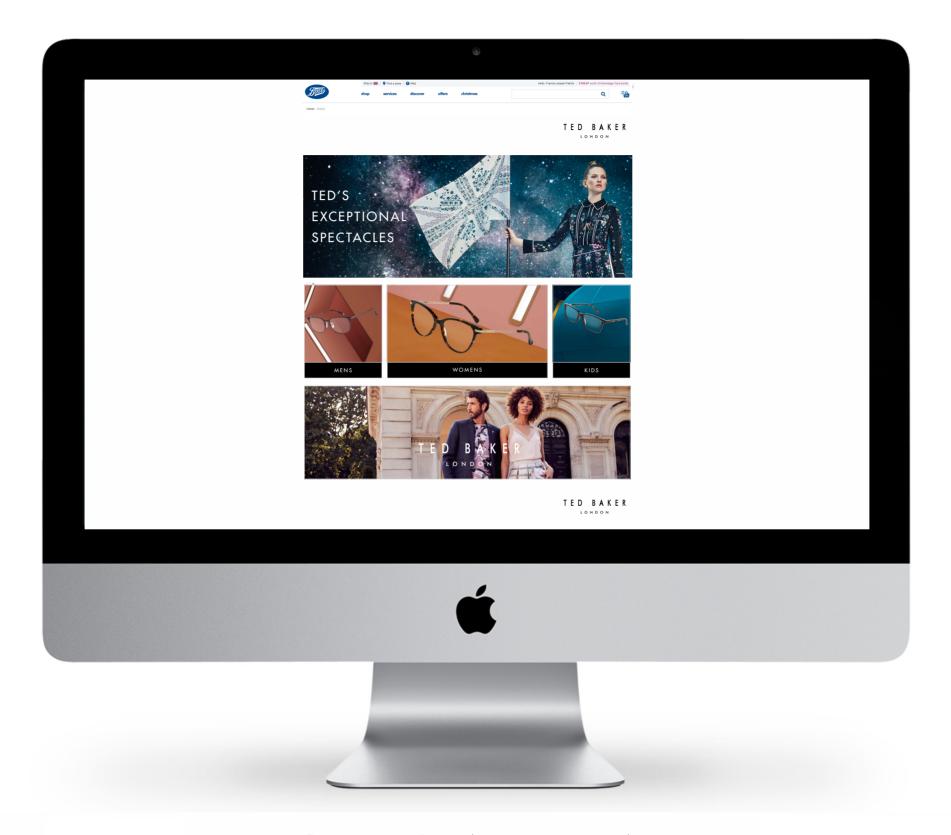


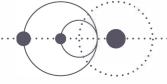




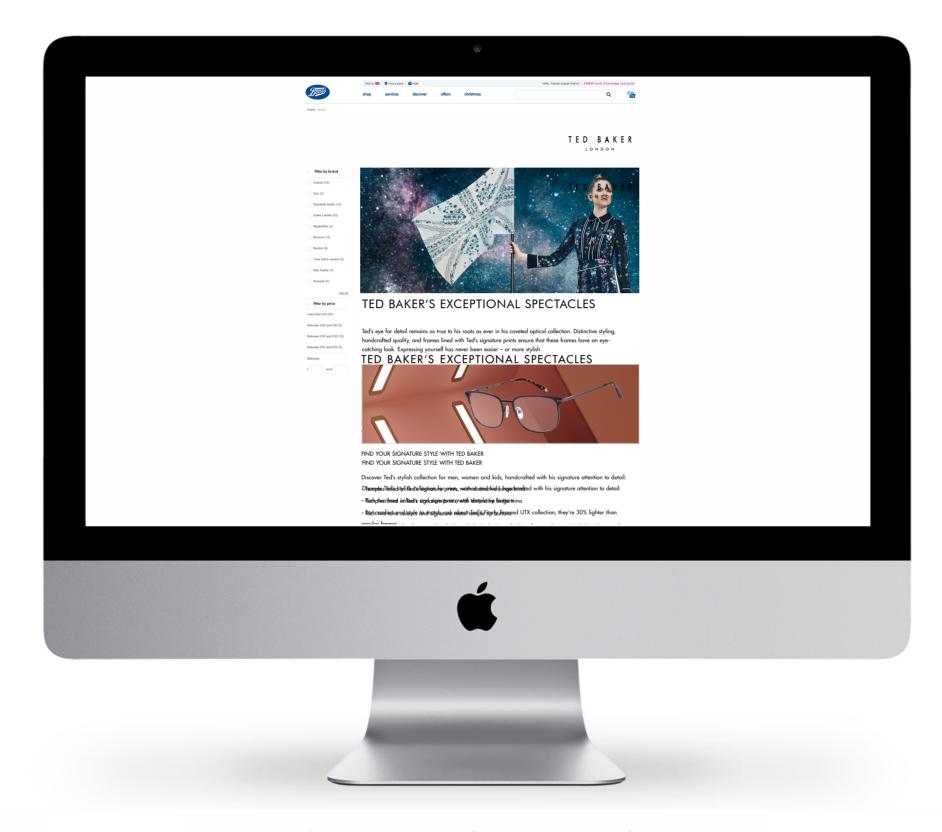


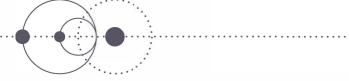






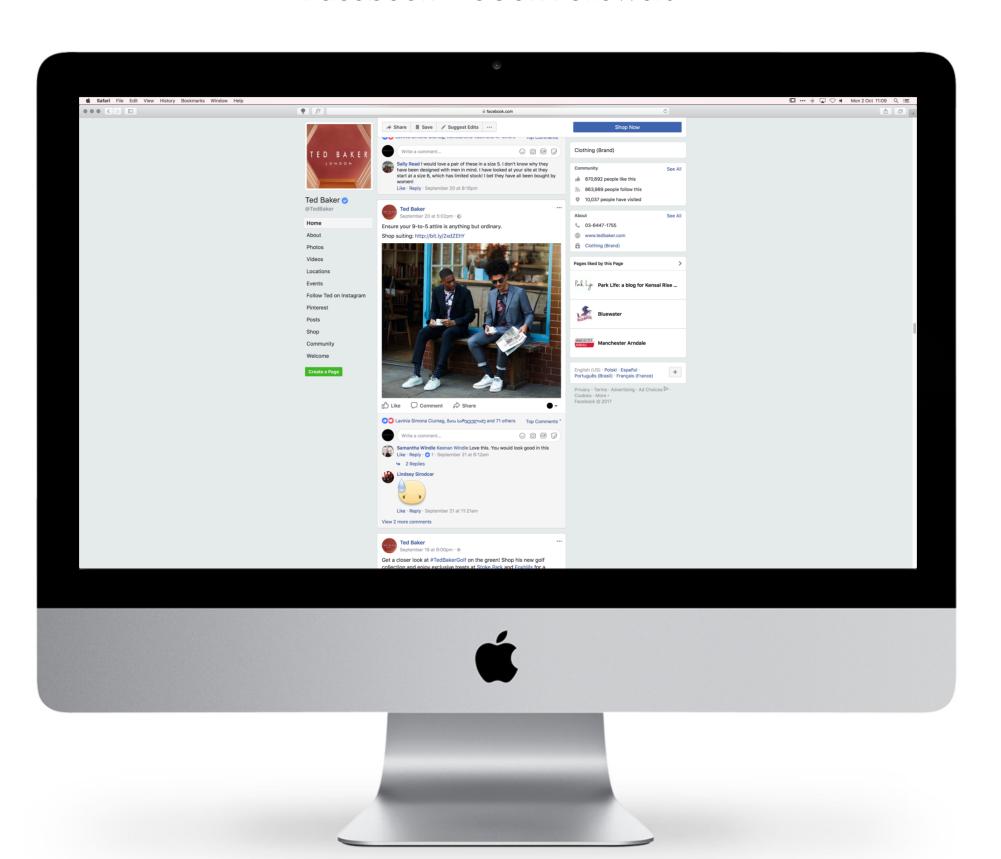




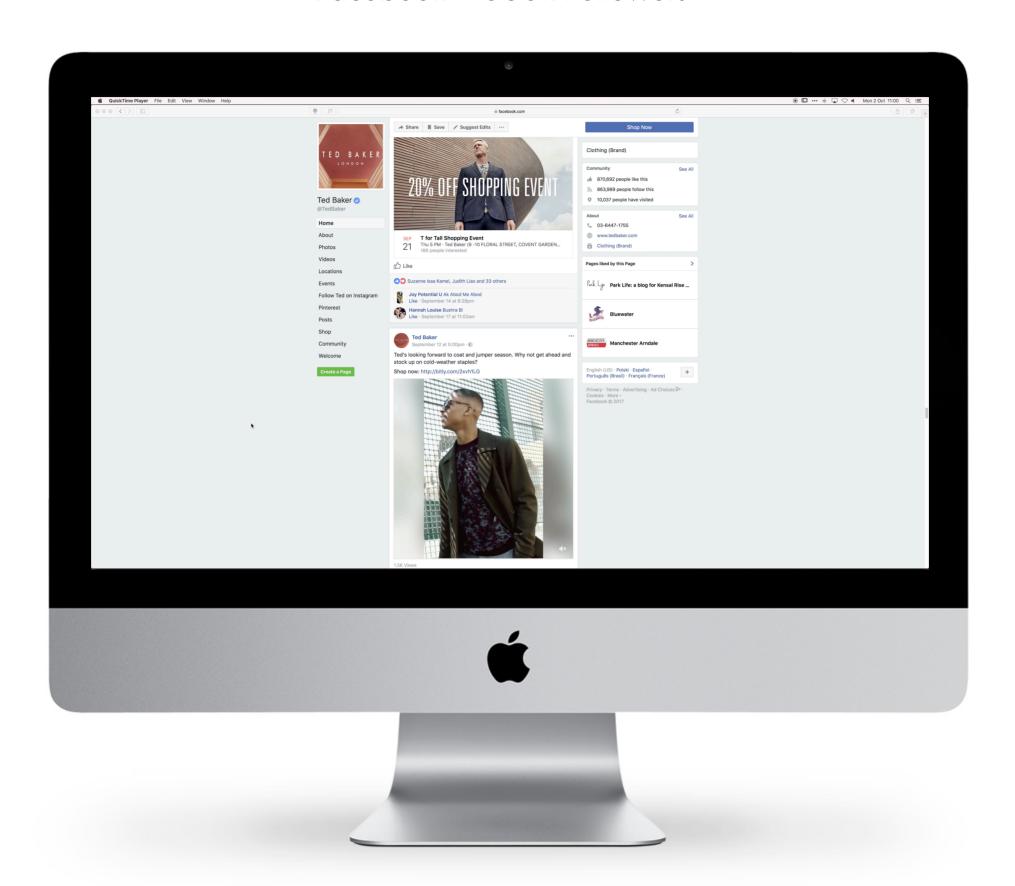


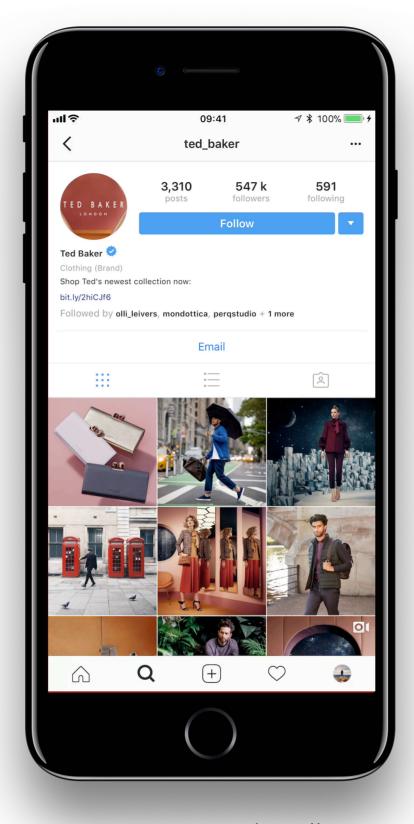
BRAND SUPPORT

Facebook – 863k Followers



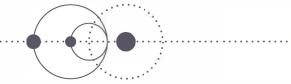
Facebook – 863k Followers





Instagram – 459k Followers

• NE GΙΛΝΤ LΕΛΡ



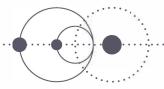
PRESS COVERAGE

PRESS.COVERAGE



STYLES FAY TB2236 & AMBER TB2235 **AS SEEN IN** Derbyshire Life Magazine





• NE GIANT LEAP

PRESS.COVERAGE

FASHIONBEANS

STYLES NOVA TB1457

AS SEEN IN fashionbeans.com

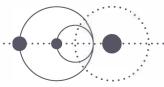


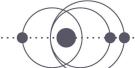
Ted Baker

Ted Baker offers two contrasting options with their aviator styles. You can find fully metallic versions with tortoiseshell arms, but we're drawn to the more contemporary Nover style, which comes in a choice of navy or steely black with the signature horizontal bar and matching coloured tips.

Ted Baker Nover Sunglasses, available at Ted Baker, priced £75.







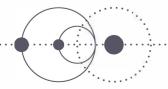
PRESS.COVERAGE

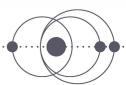


STYLE AMBER TB2235

AS SEEN IN EYES MAGAZINE







PRESS.COVERAGE

STYLE ZACH TB8176 & FAY TB2236

AS SEEN IN LOOK VISION

TED BAKER

LONDON

Marca tendencia en 2017 con el último lanzamiento Sutileza, color y estilo se fusionan con el diseño. Un maridaje impecable

Esta primavera-verano Mondottica celebra el lanzamiento en España de gafas de sol y vista de Ted Baker. Ted Baker es fresca, desenfadada, con estilo y crea tendencia. Una firma con identidad y carácter.



Ted Baker potencia el elegante look británico de sus monturas de acetato gracias al metal dentado realzando los talones las gafas, tendencia esta temporada.



Los taiones de metal prensado que enmarcan la parte frontal del diseño masculino ZACH TB8176 vienen dentados en esta nueva colección, potenciando así la tendencia de combinación de matériales de la temporada.

os bloques de colores intensos y el estilo Art Déco se muestran en el momento mas ecléctico de Ted Baker gracias a su nueva colección óptica. El diseño metálico femenino AMBER TB2235 ha sido reinventado como una montura óptica después de hacer su debut en la colección de sol. Con detalles de estampados esmaltados y coloración complemen taria fusiona el borde inferior con las varillas, mientras la mitad superior de la montura tiene un acabado mate con matices de marfil, azul náutico y borgoña que contrastan suavemente con los interiores pulidos rosa dorado.

Las nuevas y sofisticadas técnicas de fabricación permiten que las monturas metálicas tengan una estética potenciada como nunca antes en un momento en que están resurgiendo como tendencia en el mundo de la moda. El diseño FAY TB2236 deslumbra con su encanto femenino. Las líneas superiores se elevan con un acabado en dos tonos mientras el dentado en rosa dorado en el exterior de las varillas crea un look original.

El toque británico continúa en la colección masculina con DALEY TB4259 y 2ACH TB8176. La forma vintage metálica ya vista en DALEY se reinventa con acabados pintados en mate en el frontal y un interior satinado dorado consiguiendo un look elegante y pulcro. Gracias a su forma de acetato grueso, ZACH es el más conquistador de la colección. Los talones de metal prensado que enmarcan la parte frontal vienen chapados en línea con los colores de esta temporada. Una gafa llamativa que causa admiración.



Las monturas para mujer de la firma Ted Baker elevan la línea superior para conseguir una mirada amplia y elegante, con sutiles reminiscencias vintage en diferentes tonos caramelo nara iliminar su feminidad.



Las lineas superiores del modelo para mujer FAY TB2236 se elevan con un acabado en dos tonos mientras el dentado en rosa dorado en el exterior de las varillas culmina un look original.

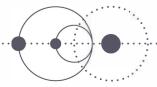
Si quieres marcar la diferencia esta temporada, Mondottica es la garantía en moda, calidad y servicio.

Entra en la website y descubrirás la lista completa de sus marcas. www.mondottica.com

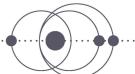
MONDOTTICA IBERIA: Passatge Cantí 7. Local 1. 08005 Barcelona. Spain

annatarrago@mondottica.com * +34 609 565 184

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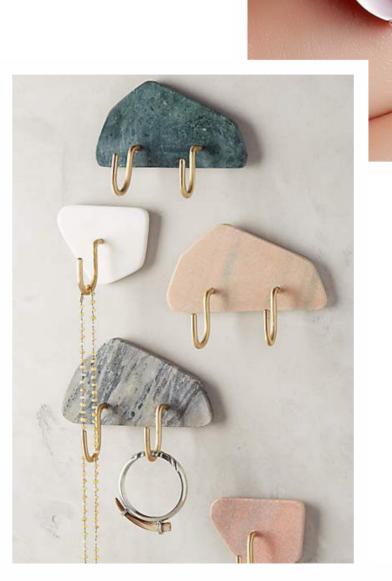


WOMEN'S INSPIRATION

PRECIOUS MATERIALS









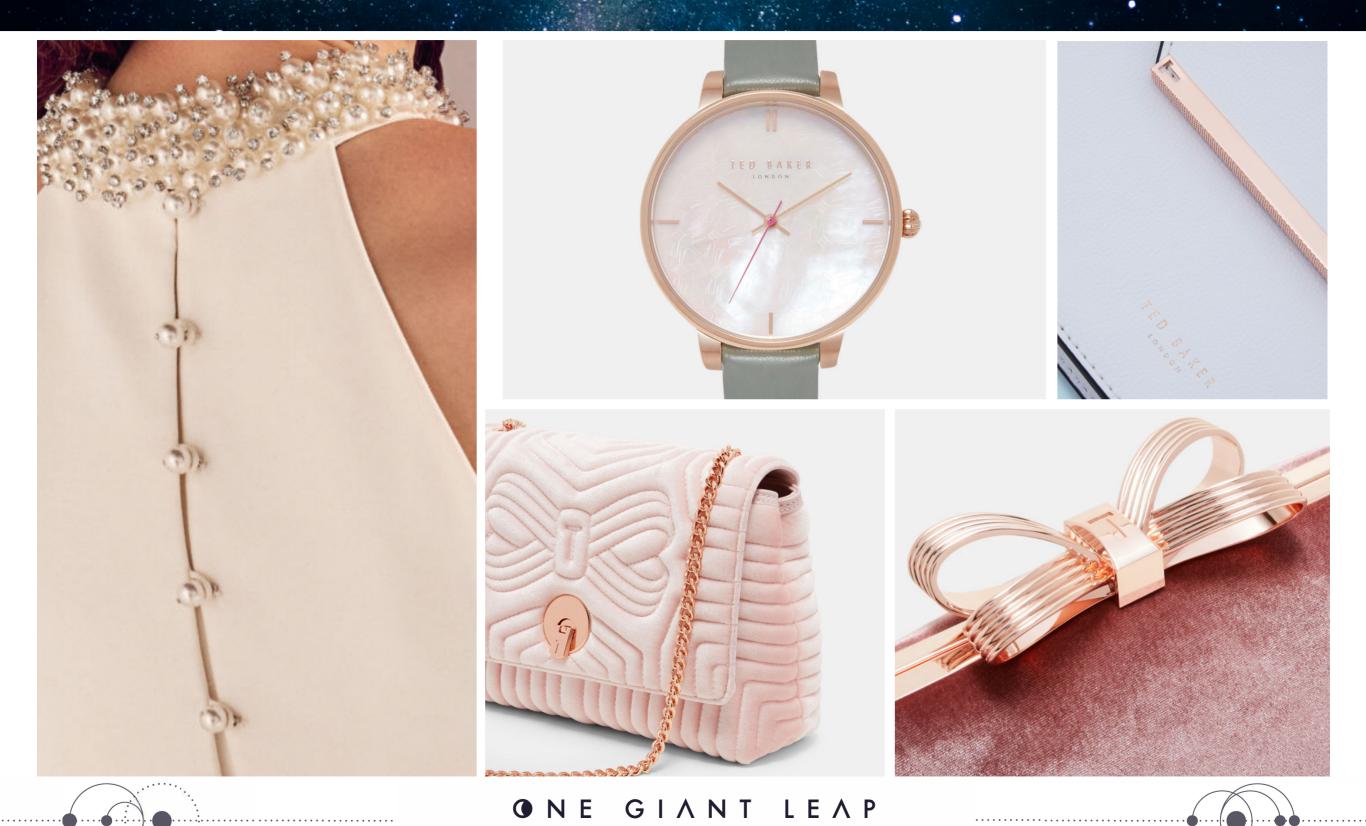


A W 17





BRAND. INSPIRATION



A W 17

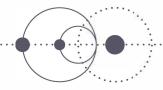


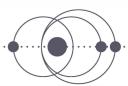


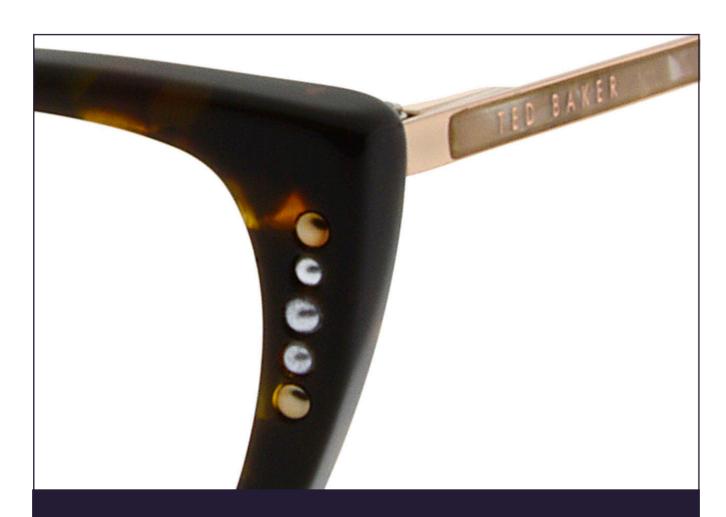






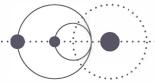


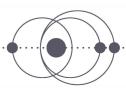




PEARLY QUEEN

Punctuated by opulent pearls and mother of pearl enamel, this is a real gem

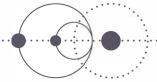


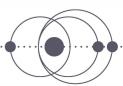


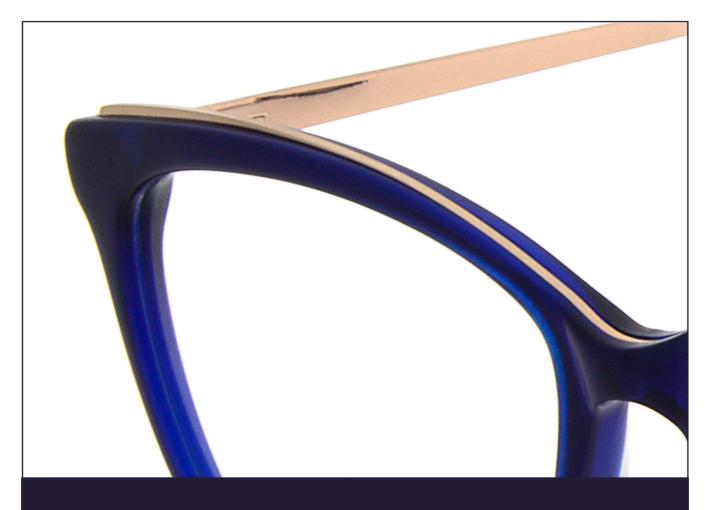


EMBOSSED METALWORK

Art deco inspired metal work will add a dazzling edge to your look

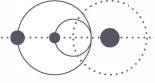


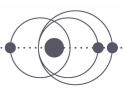




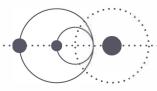
METAL TOP BROW

Never one to forgo the finer details with metalwork inset into topbrows

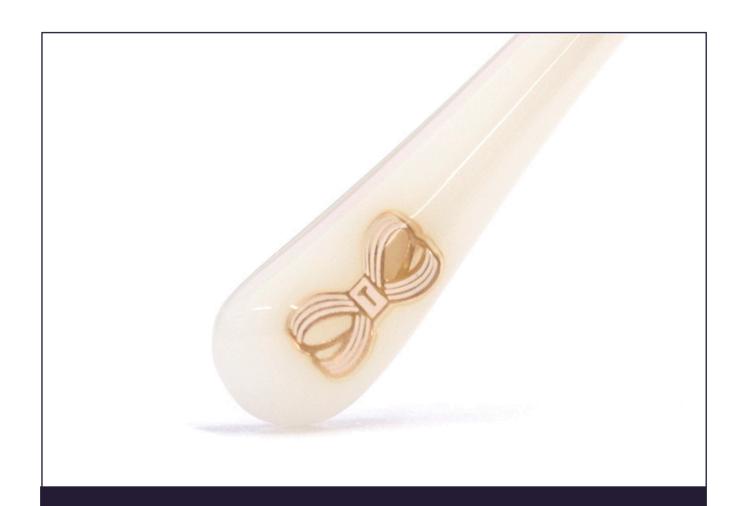






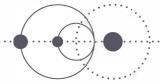






NEW TEMPLE TIP BOW

Handmade acetate frames finished with Ted's new temple tip bow monogram













AERIN TB2240 (PDM011160)



GIA TB2241 (PDM011161)



NYLA TB2242 (PDM011165)



KAIA TB9155 (PDM011167)



ELSTON TB9153 (PDM011176)







PDM011173







AMENDS TRIM TO BE PEARL

001 BLACK



205 PINK TORT



604 NAVY **AMENDS** TRIM TO BE PEARL





001 BLACK

AMENDS TEMPLE TRIM TO BE PEARL



145 TORTOISE (PEARL)

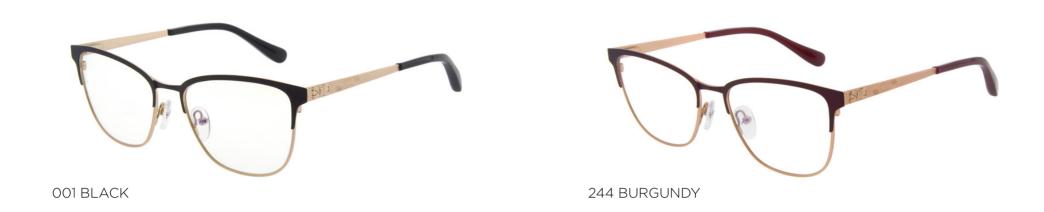


AMENDS TEMPLE TRIM TO BE PEARL

604 NAVY



























001 BLACK **AMENDS** PRINT TO BE UPDATED



AMENDS PRINT TO BE UPDATED AND LOGO TO BE ROSE GOLD



219 TORT / PINK









145 TORTOISE

205 TORT / PINK





253 BURGUNDY

608 NAVY







001 BLACK 301 TAUPE



608 NAVY

MEN'S INSPIRATION

TIMELESS DESIGN







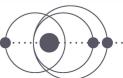












RETRO STYLING

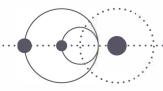






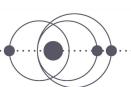




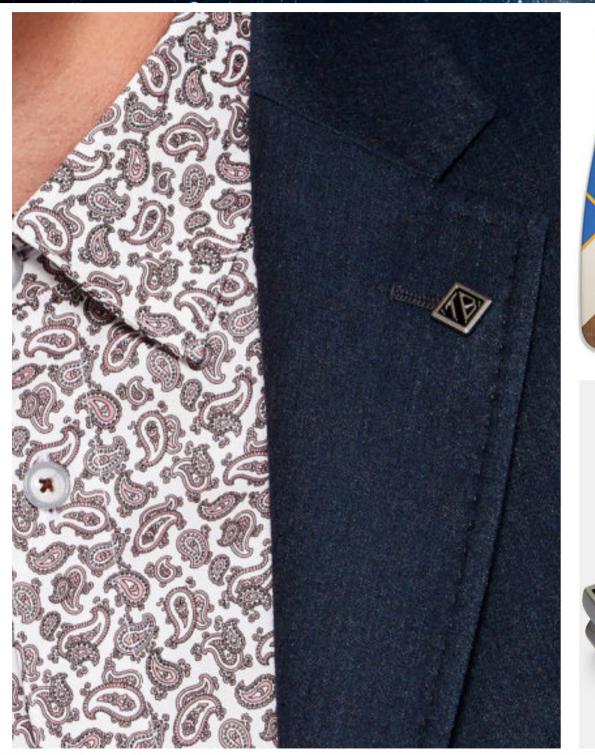


Φ N E G I Λ N T L E Λ P





BRAND INSPIRATION

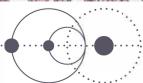






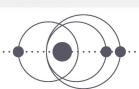






Φ N E G I Λ N T L E Λ P

A W 17



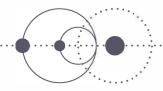




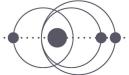








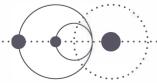


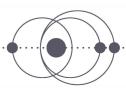




EPOXY IN-FILL

Boasting a colour pop temple infill, this is Ted's way of signing off look with debonair detail

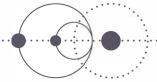


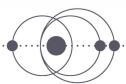




NEW PADDLE TIP

Handmade acetate frames finished with Ted's new paddle inspired temple tip

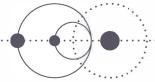


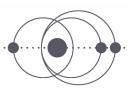




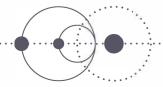
RETRO STYLING

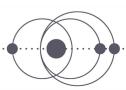
Retro pilot shapes and double bridges combine with modern colouration







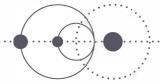


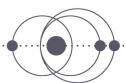




METAL KNURLING

Never one to forgo the finer details with two-tone finishes and extravagant embossing









ABBOTT TB8188 (PDM011185)



EVAN TB8189 (PDM011187)



MARSH TB4269 (PDM011188)



PATTON TB4270 (PDM011189)



SHAW TB4271 (PDM011192)



CLAYTO TB8190 (PDM011232)



BEALE TB8191 (PDM011183)



KELLER TB8192 (PDM011184)













001 BLACK



155 BROWN HORN/ BEIGE



654 OLIVE HORN

METAL KNURLING









003 BLACK/ COPPER

009 BLACK/ DK. GUN



603 NAVY







003 BLACK/ COPPER

009 BLACK/ DK. GUN



603 NAVY







001 BLACK







908 GREY HORN









145 TORTOISESHELL

AMENDS PRINT TO BE UPDATED

















PDM011439





PDM011440





Contract of the second of the

154 BROWN HORN/ PINK

165 TORT / LIME



211 PINK

AMENDS LOGOS TO BE PAD PRINT

CODE PDM011440 SIZE 48/14-130 B 36







154 BROWN HORN/ PINK

165 TORT / LIME



AMENDS LOGOS TO BE PAD PRINT

CODE PDM011435 SIZE 47/14-130 B 39

211 PINK







145 TORTOISE



211 PINK

AMENDS CHANGE TO PINK AS PDM011438 COL 207









145 TORTOISE



154 BROWN HORN/ PINK



165 TORT / LIME









185 PINK

686 BLUE







PDM011445 PDM011446















356 ORANGE

672 NAVY







152 BROWN HORN







654 NAVY HORN

953 GREY







214 BURGUNDY

145 TORTOISE







658 NAVY







234 BURGUNDY

AMENDS UPDATE BURGUNDY FRONT COLOUR TO MATCH PDM011444 COL 234



639 NAVY







234 BURGUNDY

AMENDS UPDATE BURGUNDY FRONT COLOUR TO MATCH PDM011444 COL 234



639 NAVY

