

T E D B A K E R
L O N D O N

AUGUST OPTICAL 2018

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T E D ' S E X C E P T I O N A L S P E C T A C L E S

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.

Totally
Fly-catching!

The background of the image is a soft-focus photograph of pink cherry blossoms on dark brown branches. The flowers are in various stages of bloom, with some showing yellow centers. The lighting is bright and even, creating a clean, minimalist aesthetic. A white rectangular box is centered over the image, containing the text.

AW18 OPTICAL

Women's



ELVIE TB2243 (PDM012484)



PERLA TB2244 (PDM012487)



TULA TB2245 (PDM011174)



DEW TB9161 (PDM011158)



LORIE TB9162 (PDM011229)



DINAH TB9163 (PDM011231)



REGAN TB9164 (PDM011170)

PDM012484

TED BAKER
LONDON



CODE ELVIE TB2243 **SIZE** 51/16-135 **B** 44 **COLOUR** 410 SUPER ROSE GOLD



410 SUPER ROSE GOLD



403 BRUSHED ROSE GOLD



950 TAUPE



290 BURGUNDY

AMEND: CANCEL DIAMANTE TIP. IMPROVE BOW DEFINITION

CODE ELVIE TB2243 **SIZE** 51/16-135 **B** 44

PDM012487

TED BAKER
LONDON



CODE PERLA TB2244 SIZE 52/13-135 B 39 COLOUR 244 BURGUNDY



001 BLACK



244 BURGUNDY



682 NAVY



214 MINKY PINK

PDM011174

TED BAKER
LONDON



CODE TULA TB2245 SIZE 54/14-135 B 38 COLOUR 001 BLACK



001 BLACK



244 BURGUNDY



682 NAVY

PDM011158

TED BAKER
LONDON



CODE DEW TB9161 SIZE 54/16-140 B 44 COLOUR 219 TORT/PINK



001 BLACK



145 TORTOISE



219 TORT/PINK

AMEND: UPDATE HIDDEN TRIM TO BOWS
CODE DEW TB9161 **SIZE** 54/16-140 **B** 44

PDM011229

TED BAKER
LONDON



CODE LORIE TB9162 **SIZE** 52/16-140 **B** 34 **COLOUR** 301 TAUPE



001 BLACK



145 TORTOISE



301 TAUPE

PDM011231

TED BAKER
LONDON



CODE DINAH TB9163 **SIZE** 54/15-140 **B** 42 **COLOUR** 145 TORTOISESHELL



001 BLACK



145 TORTOISESHELL



205 PINK TORT



608 NAVY

PDM011170

TED BAKER
LONDON



CODE REGAN TB9164 **SIZE** 51/15-140 **B** 40 **COLOUR** 608 NAVY



001 BLACK



205 PINK TORT



608 NAVY

AW18 OPTICAL

Men's



ASH TB4275 (PDM008934)



BOWER TB4276 (PDM009752)



FOGLE TB4277 (PDM011190)



HADLEY TB4278 (PDM011191)



CADE TB8197 (PDM011177)



NOBLE TB8198 (PDM011233)



DUVAL TB8199 (PDM011186)

PDM008934

TED BAKER
LONDON



CODE ASH TB4275 SIZE 53/17-145 B 38 COLOUR 154 BROWN



001 BLACK



631 NAVY



986 GUN

PDM009752

TED BAKER
LONDON



CODE BOWER TB4276 SIZE 55/16-140 B 38 COLOUR 911 GREY



003 BLACK/ COPPER



503 NAVY



911 GREY

PDM011190

TED BAKER
LONDON



CODE FOGEL TB4277 **SIZE** 52/17-145 **B** 35 **COLOUR** 003 BLACK/ COPPER



003 BLACK/ COPPER



009 BLACK/ DK. GUN



603 NAVY

PDM011191

TED BAKER
LONDON



CODE HADLEY TB4278 **SIZE** 55/17-140 **B** 36 **COLOUR** 535 OLIVE



001 BLACK



112 CHOCOLATE



234 BURGUNDY



639 NAVY

PDM011177

TED BAKER
LONDON



CODE CADE TB8197 **SIZE** 51/19-145 **B** 44 **COLOUR** 162 BROWN HORN/ BEIGE



001 BLACK



159 BROWN HORN/ TOFFEE



960 GREY HORN



162 BROWN HORN/ BEIGE

PDM011233

TED BAKER
LONDON



CODE NOBLE TB8198 **SIZE** 55/15-145 **B** 42 **COLOUR** 654 GREEN HORN



001 BLACK



151 HONEY HORN



654 GREEN HORN



953 GREY HORN

AMENDS: TO HAVE PATTERNED COREWIRE. AMEND TO BRIDGE - INCREASE SPLAY BY 1MM

CODE NOBLE TB8198 **SIZE** 55/15-145 **B** 42

PDM011186

TED BAKER
LONDON



CODE DUVAL TB8199 SIZE 55/14-145 B 39 COLOUR 229 BURGUNDY



145 TORTOISE



229 BURGUNDY



559 FOREST



672 NAVY