

T E D B A K E R

L O N D O N

JANUARY/APRIL OPTICAL 2019

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



Totally
Fly-catching!

T E D B A K E R ' 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.

www.tedbaker.com

The background of the entire 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 gentle, spring-like atmosphere. A white rectangular box is centered over the image, containing the text.

JANUARY OPTICAL 2019

Women's



PDM011230



PDM012490



PDM012862



PDM012863



PDM012870



PDM012871



PDM012875



TB 9179

PETITE FIT

CODE PDM011230 SIZE 50/15-140 B 39 COLOUR 608 NAVY



001 BLACK



145 TORTOISE



205 PINK TORT.
TEMPLE TO BE SHINY ROSE GOLD



608 NAVY

TB 9179 PETITE FIT
CODE PDM011230 SIZE 50/15-140 B 39



TB 2252

CODE PDM012490 SIZE 52/15-135 B 44 COLOUR 400 ROSE GOLD



290 BURGUNDY



400 ROSE GOLD



410 SUPER ROSE GOLD



950 TAUPE

AMENDS TEMPLES TO BE SATIN FINISH. CANCEL TEMPLE TIP CRYSTAL.
BOW TO CHANGE TO NEW SEASON VERSION

TB 2252

CODE PDM012490 **SIZE** 52/15-135 **B** 44





TB 2251

PETITE FIT

CODE PDM012862 SIZE 48/16-135 B 36 COLOUR 193 BROWN



001 BLACK



193 BROWN



244 BURGUNDY



682 NAVY

TB 2251 **PETITE FIT**
CODE PDM012862 **SIZE** 48/16-135 **B** 36



TB 2250

CODE PDM012863 **SIZE** 50/18-135 **B** 44 **COLOUR** 689 NAVY



001 BLACK



689 NAVY



742 PURPLE



934 GREY

TB 2250

CODE PDM012863 SIZE 50/18-135 B 44



TB 9175

CODE PDM012870 **SIZE** 50/18-140 **B** 43 **COLOUR** 296 PINK



179 TORT



249 BURGUNDY



296 PINK



611 BLUE

TB 9175

CODE PDM012870 SIZE 50/18-140 B 43



TB 9176

CODE PDM012871 **SIZE** 52/16-140 **B** 37 **COLOUR** 249 BURGUNDY



179 TORT



249 BURGUNDY



296 PINK



611 BLUE

AMENDS CHANGE TO FRONT EYESHAP, IT IS WINGY. INCREASE LAMINATION THICKNESS TO TOP BROW.

CODE PDM012871 **SIZE** 52/16-140 **B** 37

TB 9176

TED BAKER
LONDON



TB 9177

CODE PDM012875 **SIZE** 53/16-140 **B** 42 **COLOUR** 126 BROWN TORT.



126 BROWN TORT



223 BURG TORT



622 BLUE TORT

TB 9177

CODE PDM012875 SIZE 53/16-140 B 42



PDM011169



PDM012488

TED BAKER
LONDON



TB 9178

CODE PDM011169 **SIZE** 54/16-140 **B** 42 **COLOUR** 301 TAUPE



001 BLACK



301 TAUPE



608 NAVY

TB 9178

CODE PDM011169 SIZE 54/16-140 B 42



TB 2253

CODE PDM012488-2 **SIZE** 53/16-135 **B** 38 **COLOUR** 244 BURGUNDY



001 BLACK



214 MINKY PINK



244 BURGUNDY



682 NAVY

AMENDS: REDUCE FRONT END PIECE BY 2.5MM. CHANGE TEMPLE TO MINIMAL DESIGN

CODE PDM012488-2 **SIZE** 53/16-135 **B** 38

TB 2253



JANUARY OPTICAL 2019

Men's



PDM011178



PDM012876



PDM012877



PDM012880



PDM012882



PDM012883



PDM012884

TED BAKER
LONDON



TB 8211

CODE PDM011178 SIZE 51/19-145 B 44 COLOUR 162 BROWN HORN/ BEIGE



001 BLACK
CHANGE TEMPLE TO MATTE DARK GREY CRYSTAL



162 BROWN HORN/ BEIGE



561 OLIVE HORN



960 GREY HORN

AMENDS: REDUCE B DIMENSION BY 1MM.

CODE PDM011178 **SIZE** 51/19-145 **B** 44

TB 2253



TB 4286

CODE PDM012876 **SIZE** 55/17-140 **B** 42 **COLOUR** 639 NAVY



053 BLACK



639 NAVY
CHANGE METAL TEMPLE TO SATIN FINISH



905 GREY
CHANGE METAL TEMPLE TO SATIN FINISH

AMENDS: IMPROVE TEMPLE LASER ENGRAVE PATTERN

CODE PDM012876 **SIZE** 55/17-140 **B** 42

TB 4286



TB 4287

CODE PDM012877 **SIZE** 54/17-140 **B** 37 **COLOUR** 986 GREY



001 BLACK



639 NAVY



986 GREY

AMENDS: CHANGE NOSEPADS TO U NECK

CODE PDM012877 **SIZE** 54/17-140 **B** 37

TB 4287



TB 4289

CODE PDM012880 **SIZE** 54/14-140 **B** 41 **COLOUR** 658 RACING GREEN



001 BLACK



639 NAVY



658 RACING GREEN

TB 4289

CODE PDM012880 SIZE 54/14-140 B 41



CODE PDM012882 **SIZE** 55/14-145 **B** 40 **COLOUR** 106 TORTOISE

TB 8209



025 BLACK/ COGNAC



106 TORTOISE
TO BE DARK TORT FRONT AS PDM012884 COL 003



652 BLUE HORN



931 GREY HORN

CODE PDM012882 SIZE 55/14-145 B 40

TB 8209



TB 8208

CODE PDM012883 **SIZE** 54/14-145 **B** 42 **COLOUR** 652 BLUE HORN



025 BLACK/ COGNAC



106 TORTOISE



259 RED/ TORT.
UPDATE PRINT TO VANGA



652 BLUE HORN

AMENDS: TEMPLE TRIM TO HAVE LASER LOGO

CODE PDM012883 **SIZE** 54/14-145 **B** 42

TB 8209



CODE PDM012884 **SIZE** 53/15-145 **B** 37 **COLOUR** 931 GREY HORN

TB 8210



003 GRAPHIC TORT.



025 BLACK/ COGNAC



652 BLUE HORN



931 GREY HORN

AMENDS: IMPROVE TEMPLE TIP LASER PATTERN TO BE DEEPER

CODE PDM012884 **SIZE** 53/15-145 **B** 37

TB 8210



PDM011181



PDM012886

TED BAKER
LONDON



CODE PDM011181 SIZE 52/18-140 B 40 COLOUR 639 NAVY

TB 4288



192 DK. BROWN



234 BURGUNDY
UPDATE PRINT TO VANGA



639 NAVY

CODE PDM011181 SIZE 52/18-140 B 40

TB 4288

TED BAKER
LONDON



CODE PDM012886 **SIZE** 56/16-145 **B** 43 **COLOUR** 162 BROWN HORN/ HONEY

TB 8207



001 BLACK
CHANGE TEMPLE TO MATTE DARK GREY CRYSTAL



162 BROWN HORN/ HONEY



561 GREEN HORN/ OLIVE



960 GREY HORN/ GREY

AMENDS: MOVE TEMPLE TRIM TO INSIDE TEMPLE TIP

CODE PDM012886 **SIZE** 56/16-145 **B** 43

TB 8207

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