



Stay Curious.

AW20

TED BAKER
LONDON

TED'S NEW FORMULA

RETURN TO GROWTH STRATEGY

- Be No Ordinary Brand through innovation and consistency to increase awareness and consideration
- Be the most engaging British brand through social media, community, customer loyalty and content
- Expand our product and its relevance, drive footwear, accessories and license partner categories
- Drive our digital and omnichannel growth through best in class services and customer experience



COMMUNICATIONS OBJECTIVES

- Brand Awareness
- Products focus to reach a wider audience
- Talking to new customers & retaining loyal customers
- Culturally relevant & authentic across our communications
- Respond to shift in retail experience



TED BAKER
LONDON

TURN STYLE ON ITS HEAD.

European elegance,
meet London flair. Where
individuality goes hand
in hand with exquisite
attention to detail. That's
what we call a bright idea.



TED BAKER
LONDON

AW20 CAMPAIGN

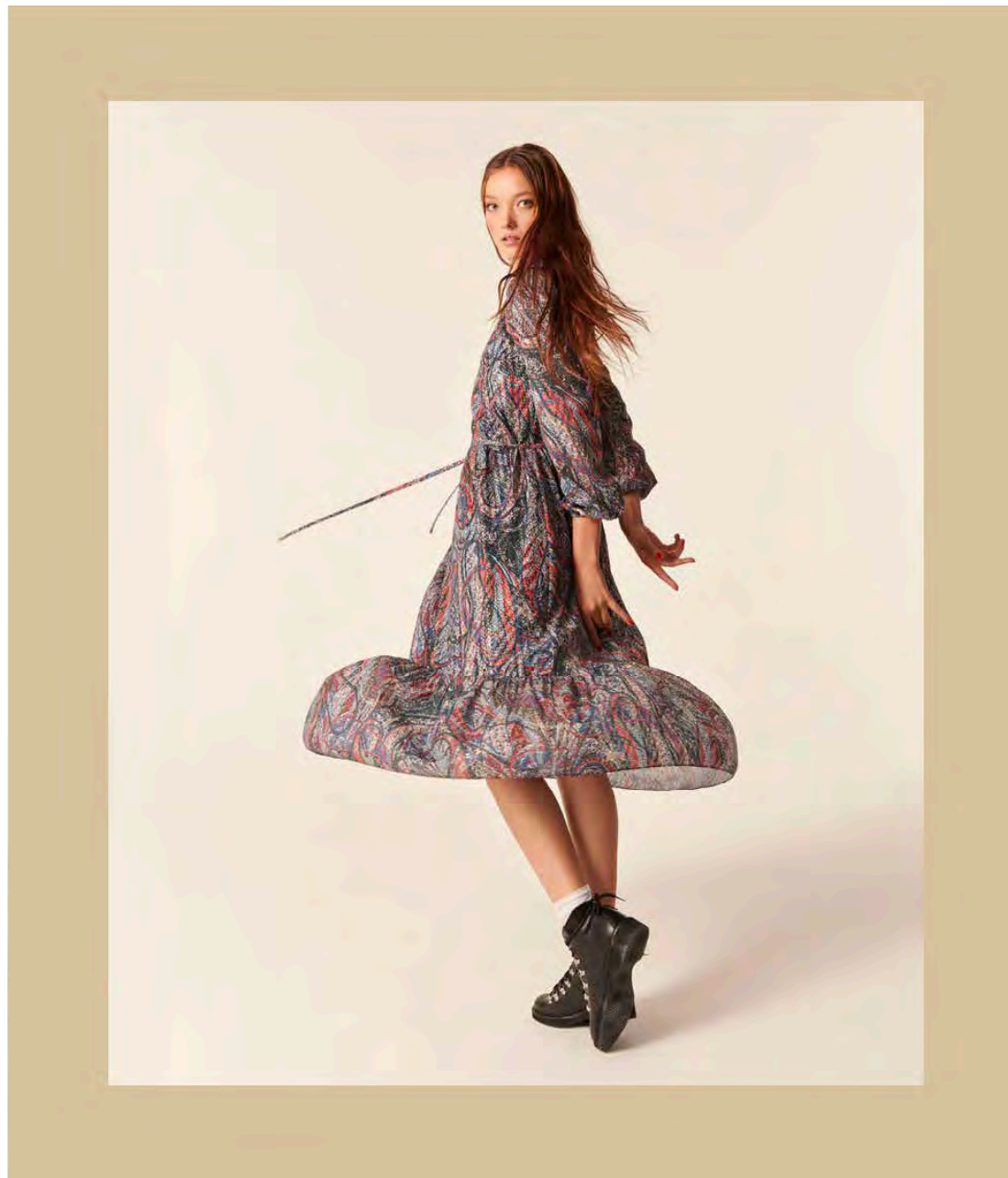


STAY CURIOUS

In true Ted form, they've set out to put a weird and wonderful twist on our new norm.

Ted's AW20 collection shines a spotlight on a new attitude, where contemporary meets the eccentric and celebrates the out-of-the-ordinary









HIDE
AND
GO
PEEK

Ted's eye for detail remains as true to his roots as ever in his coveted optical collection.

SERVING SOME LOOKS

Serve up some serious looks with Ted's new AW20 eyewear collection. The perfect accompaniment to your perfect outfit.



AW20 OPTICAL COLLECTION HIERARCHY



OPTICAL ASPIRATIONAL

The season's hot picks in Ted's signature style

Innovative materials (UTA)
Iconic Bows & Monograms
Bespoke Trims & Metalwork

Wholesale
£55



OPTICAL THE ESSENTIALS

Commercial, easy to wear designs

Signature Prints
Brave Colouration
Visible Ted Baker Branding

Wholesale
£52

LOVE AT FIRST SIGHT

Women's AW20 Optical Collection



WOMEN'S AW20 OPTICAL

Overview 7 Models 3-4 Colours 26 Skus

ASPIRATIONAL

Wholesale £55



LENNA TB9199
PDM014280



MARCY TB9197
PDM015142



BETTE TB2273
PDM015144

THE ESSENTIALS

Wholesale £52



MONA TB9208
PDM015137



LUNA TB2231
PDM015137



CRESSIDA TB9198
PDM012873



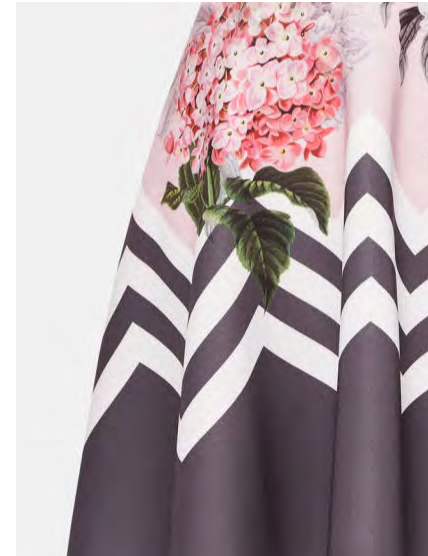
CADY TB2266
PDM011162

Full Acetate/Plastic

Combination

Full Metal

WOMEN'S INSPIRATION



DESIGN SIGNATURES

The devil's in the detail

PRECIOUS METALS



Combining the best craftsmanship with his flair for exquisite detailing

TAKE A BOW



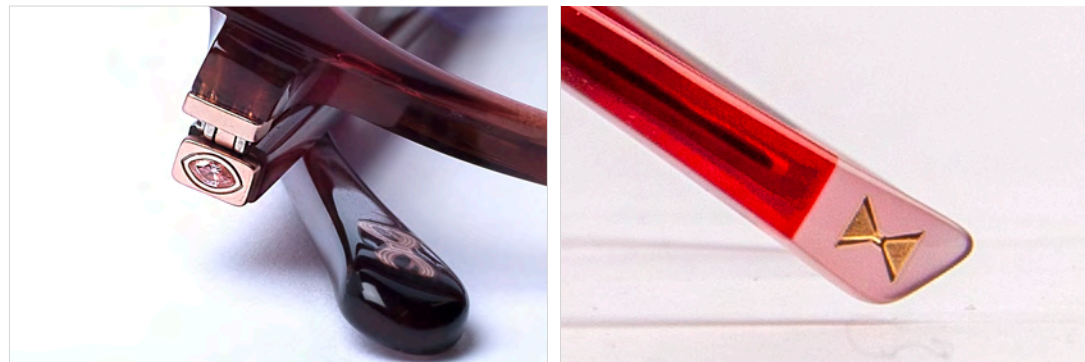
Studded with Ted's signature bow finishing frames with effortless charm

THE FINE PRINT



Introduce a pop of pattern with Ted's latest prints bringing nature's wonders straight to your wardrobe

HIDDEN TREASURES



Handmade acetate frames are finished Ted's opulent crystals and iconic bows hidden on hinge trims and temple tips. The devil's in the detail after all.

TAKE A BOW



Studded with Ted's signature bow inset on fronts,
pressed onto temples and hidden on temple tips finishing
frames with effortless charm



DESIGN DETAILS



TED BAKER
LONDON

AUGUST 20 OPTICAL
CODE LENNA TB9199
SIZE 52/15-140 B 41



250 Pink Horn



205 Pink Tort



952 Grey Horn



008 Black/ Tort.

TED BAKER
LONDON

AUGUST 20 OPTICAL
CODE CADY TB2266
SIZE 53/16-140 B 41



905 Warm Grey



001 Black



244 Burgundy



682 Navy

TED BAKER
LONDON



P R E C I O U S M E T A L S



Metal hardware adds the ultimate finishing touch, so add a dazzling edge to your eyewear with Ted's jewellery inspired details.



TED BAKER
LONDON

AUGUST 20 OPTICAL
CODE MARCY TB9197
SIZE 53/14-135 B 45



205 Pink Tort



608 Navy



145 Tortoise



200 Burgundy

DESIGN DETAILS



AUGUST 20 OPTICAL
CODE BETTE TB2273
SIZE 49/18-135 B 41



205 Burgundy



689 Navy



402 Rose Gold

AUGUST 20 OPTICAL
CODE CRESSIDA TB9198
SIZE 51/15-140 B 39



219 Tort./ Pink



250 Pink Horn



151 Brown Horn

THE FINE PRINT

Ted has explored the globe's most glorious gardens in pursuit of the perfect floral. Inspiration was drawn not only from the breadth of blooms discovered on his journey, but also the romantic movement and atmosphere they create.



AUGUST 20 OPTICAL
CODE MONA TB9208
SIZE 51/17-140 B 43



608 Navy

- Update print to BLACK- SANDALWOOD



068 Crystal Black

- Update print to BLACK & PINK- CLOVE LEAF



141 Mocha

- Update print to JARDIN BORDER



200 Burgundy

- Update print to CLOVE SLEEP

AUGUST 20 OPTICAL
CODE LUNA TB2231
SIZE 53/15-135 B 35



215 Burgundy

- Update print to CLOVE SLEEP



011 Black

- Update print to BLACK & PINK- CLOVE LEAF



196 Brown

- Update print to JARDIN BORDER



680 Navy

- Update print to BLACK- SANDALWOOD

RAISE YOUR GLASSES

Men's AW20 Optical Collection



MEN'S AW20 OPTICAL

Overview 7 Models 3-4 Colours 27 Skus

ASPIRATIONAL

Wholesale £55



ODIS TB8238
PDM015177



FOSTER TB4303
PDM015187



LANG TB4312
PDM015189

THE ESSENTIALS

Wholesale £52



EFREN TB8232
PDM011179



NISSE TB4298
(PDM011180)



RUSH TB8241
PDM015193



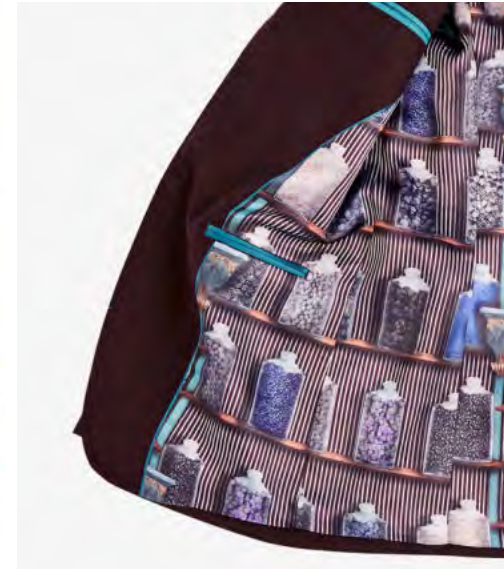
BRENTON TB4302
PDM015171

Full Acetate/Plastic

Combination

Full Metal

MEN'S INSPIRATION



DESIGN SIGNATURES

The devil's in the detail

SCULPTED TEMPLES



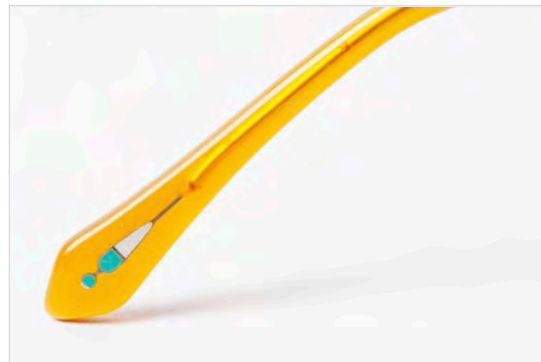
Sculpted temples in two-tone finishes combine matte painted fronts with shiny metals

HANDCRAFTED ACETATE



Rich horn effect acetates in classic hues will double your impact

FISHING FOR COMPLIMENTS



Inspired by Ted's love of fishing, his new inside temple tips will reel you in hook, line and sinker

FRESH PRINTS



Add a pop of print to your look in the form of Ted's geo and graphic leaf patterns

FISHING FOR COMPLIMENTS

Inspired by Ted's love of fishing, his new temple will
reel you in hook, line and sinker



DESIGN DETAILS

Exquisitely detailed
textured metalwork

Discover hidden details inspired
by Ted's love of fishing

Ted's take on the
essential eyeshapes

Tonal tortoiseshell temples
add a subtle contrast to fronts



AUGUST 20 OPTICAL
CODE ODIS TB8238
SIZE 55/15-145 B 40



945 Grey



001 Black



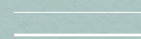
305 Beer



630 Navy



FRESH PRINTS



Add a hint of print to your look in the form of Ted's signature geometric prints and graphic leaf patterns



DESIGN DETAILS

Add a hint of print with Ted's iconic geometric patterns

Ted's classic diamond tip monogram

Dress to impress with milled stainless steel colour block fronts

Handcrafted acetate temples in rich tortoiseshell and horn effect acetates



AUGUST 20 OPTICAL
CODE BRENTON TB4302
SIZE 55/17-140 B 43



192 Brown



001 Black



936 Grey

AUGUST 20 OPTICAL
CODE RUSH TB8241
SIZE 55/18-145 B 45



106 Tortoise



025 Black



652 Blue Tort.



955 Grey Horn

AUGUST 20 OPTICAL
CODE NISSE TB4298
SIZE 54/14-140 B 39



639 Navy



535 Forest Green



192 Dark Brown

GOING FOR BOLD

Update your eyewear with a touch of Ted thanks to his suave selection of bold new shapes.

From handcrafted horn effect acetate and sculpted metalwork to deep modern silhouettes and geometric angles



AUGUST 20 OPTICAL
CODE EFREN TB8232
SIZE 56/14-145 B 44



654 Olive Horn



155 Brown Horn/ Beige



151 Brown Horn/ Lt. Brown



953 Grey Horn

AUGUST 20 OPTICAL
CODE FOSTER TB4303
SIZE 59/17-150 B 37

T FOR TALL



655 Navy



001 Black



229 Burgundy



910 Grey

AUGUST 20 OPTICAL
CODE LANG TB4312
SIZE 53/16-140 B 41



910 Grey



001 Black



229 Burgundy



655 Navy

TED BAKER
LONDON

NEW KIDS ON THE BLOCK

Girls AW20 Optical Collection



TED BAKER
LONDON



MINI ME



Flourishing florals feature on temples inside and out whilst baby bows add a touch of luxe to these trendy metal frames finished with pretty pastel temple tips.



KIDS DESIGN DETAILS

Durable flex hinges

Look pretty as a picture
with Ted's ditsy floral prints

Discover iconic
baby bows on
inside temple tips

Mini-me shapes designed
for every little lady

Dazzle and shine with rose
gold trims



MINI ME

Flourishing florals feature on temples inside and out whilst baby bows add a touch of luxe to these trendy metal frames finished with pretty pastel temple tips

CODE: INA TBB983
PDM: PDM015444
SIZE 46/17-130 B 41



CODE: LELA TBB985
PDM: PDM015448
SIZE 45/15-130 B 38



CODE: ARIAS TBB982
PDM: PDM015443
SIZE 47/17-130 B 40.7



TED BAKER
LONDON

NEW KIDS ON THE BLOCK

Boys AW20 Optical Collection

TED BAKER
LONDON



MINI
ME

Casual and cute for the boys. With contrasting colour block fronts, fun colourful prints and lightweight metals it's sure to be a hit with both kids and grownups alike.



KIDS DESIGN DETAILS



MINI ME

Casual and cute for the boys. With contrasting colour block fronts, fun colourful prints and lightweight metals it's sure to be a hit with both kids and grownups alike.

CODE: NOE TBB978
PDM: PDM015449
SIZE 47/16-130 B 39.7



CODE: BRON TBB981
PDM: PDM015454
SIZE 47/16-130 B 39



CODE: MOORE TBB980
PDM: PDM015453
SIZE 48/17-130 B 39





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