



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

THE EYEWEAR

LOVE AT FIRST SIGHT

Women's SS21 Optical Collection



WOMEN'S SS21 OPTICAL

OVERVIEW 7 MODELS 3-4 COLOURS 28 SKUS

ASPIRATIONAL



MISTY TB9209 (PDM015141)
JAN 21



JESS TB2283 (PDM017003)
APRIL 21



FLORA TB2274 (PDM015146)
JAN 21



CLARK TB4324 (PDM016920)
APRIL 21 - UNISEX

THE ESSENTIALS



ALISA TB9206 (PDM014283)
JAN 21



LORA TB9207 (PDM015136)
JAN 21



PRIYA TB9215 (PDM016997)
APRIL 21

Full Acetate/Plastic

Combination

Full Metal

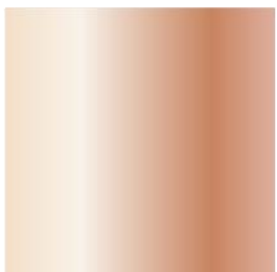
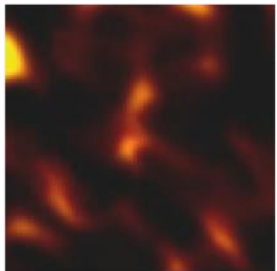
WOMEN'S INSPIRATION

The perfect combination



WOMEN'S INSPIRATION

In the detail



WOMEN'S INSPIRATION

Bowtiful



DESIGN SIGNATURES

The devil's in the
detail

PRECIOUS METALS



Cutaway lens details and custom monoblock hinges combine craftsmanship with flair

TAKE A BOW



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

SIGNATURE PRINTS



Introduce a pop of pattern with Ted's latest prints bringing a floral flourish on temples

HIDDEN TREASURES



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

PRECIOUS METALS

Rose and gold tones add the ultimate finishing touch, so give a dazzling edge to your eyewear with Ted's jewellery inspired frames.



T E D B A K E R
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APR 21 OPTICAL
CODE JESS TB2283
SIZE 52/16-135 B 47



403 Rose Gold



401 Gold



402 Coffee Gold



400 Lt. Gold

JAN 21 OPTICAL
CODE FLORA TB2274
SIZE 48/18-135 B 42



114 Brown



689 Navy



205 Burgundy



225 Pink

THE PERFECT COMBINATIO N

Acetate fronts are combined with Ted's signature bow temples and studded on temple tips finishing frames with effortless charm.



JAN 21 OPTICAL
CODE MISTY TB9209
SIZE 49/17-140 B 42



172 Tort./ Orange



152 Brown Horn/ Teal



253 Burg./ Pink



651 Blue Horn

FLORAL FLOURISHES

As always, our new women's optical collection comes with Ted's signature floral lining for an unexpected pop of print – it just wouldn't be Ted Baker without it.



APR 21 OPTICAL
CODE PRIYA TB9215
SIZE 52/14-140 B 39



608 Navy



139 Tortoise
AMENDS: Print to be updated. Print to be on inside temple



298 Pink
AMENDS: Print to be updated. Print to be on inside temple



945 Dark Grey

JAN 21 OPTICAL
CODE ALISA TB9206
SIZE 52/13-140 B 35



986 Grey
• Update print to WHITE- CLOVE



001 Black
• Update print to BLACK & PINK- CLOVE LEAF



145 Tortoiseshell
• Update print to JARDIN BORDER



266 Red
• Update print to CLOVE SLEEP

JAN 21 OPTICAL
CODE LORA TB9207
SIZE 54/14-140 B 41



281 Pink
• Update print to JARDIN BORDER



068 Crystal Black
• Update print to BLACK & PINK- CLOVE LEAF



608 Navy
• Update print to BLACK- SANDALWOOD



200 Burgundy
• Update print to CLOVE SLEEP

RAISE YOUR GLASSE S

Men's SS21 Optical Collection



MEN'S SS21 OPTICAL

OVERVIEW 8 MODELS 3-4 COLOURS 31 SKUS

ASPIRATIONAL



THE ESSENTIALS



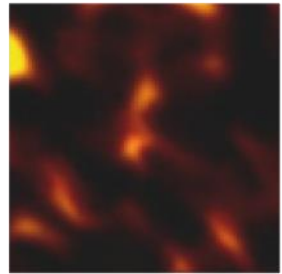
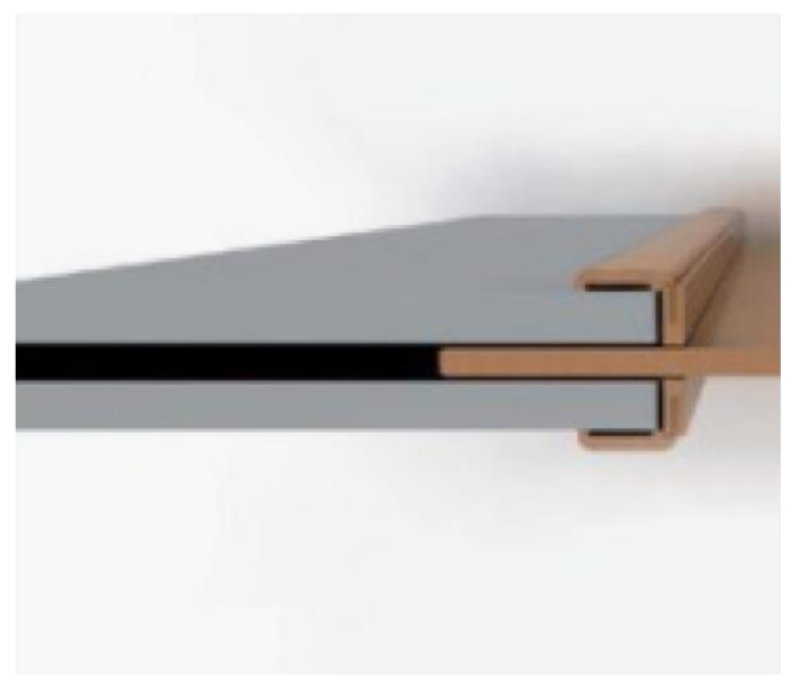
Full Acetate/Plastic

Combination

Full Metal

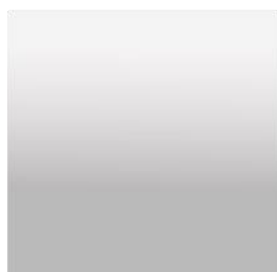
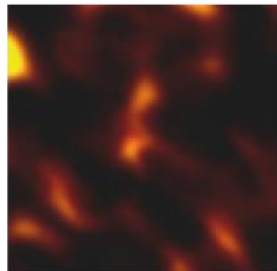
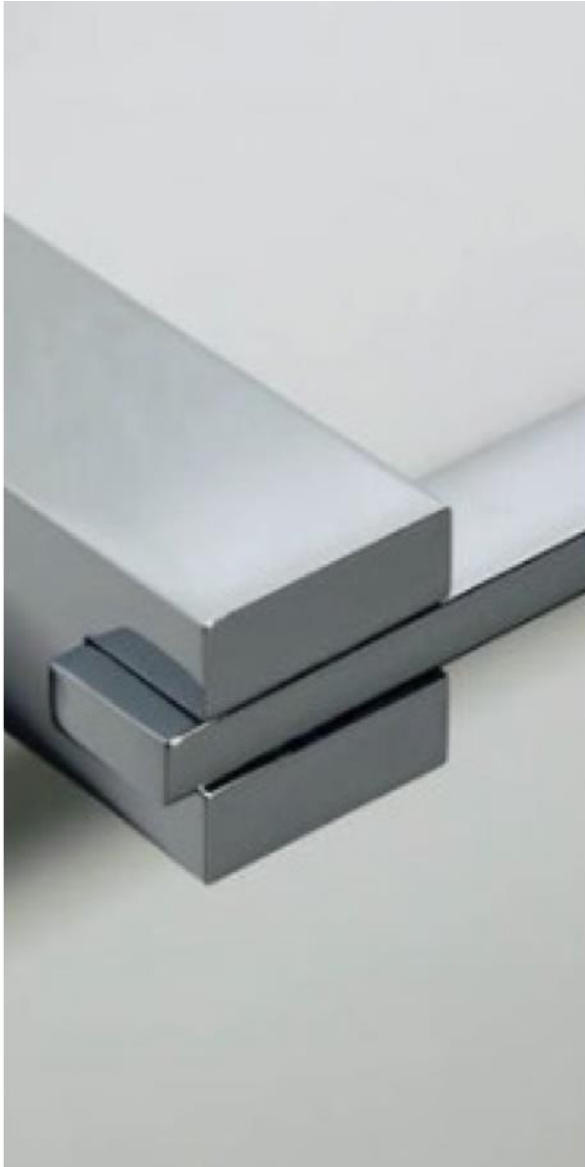
MEN'S INSPIRATION

Eyeconic



MEN'S INSPIRATION

In the detail



DESIGN SIGNATURES

The devil's in the
detail

CUSTOM TEMPLE & HINGE



Never one to forgo the finer details expertly engineered temples and textured patterns

BESPOKE ENGRAVED PATTERNS



Exude a sense of laid-back luxury with Ted's patterns engraved onto corewires and temples

NEW 'T' BRANDING



Ted's new signature metal 'T' seamlessly integrated into acetate temple tips

HIDDEN TRIMS



Discover hidden treasures on inside temples, tips and trims

FRESH PRINTS



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

COLOUR BLOCKING

From statement colour blocking to casual crystals get set to step out in style with the new men's optical collection. Casual cool shapes are handcrafted acetate complemented with signature details to discover.



T E D B A K E R

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JAN 21 OPTICAL
CODE LEAR TB8239
SIZE 55/17-145 B 43



903 Dark Grey



102 Brown Horn



622 Navy



917 Grey

JAN 21 OPTICAL
CODE HANSEN TB8240
SIZE 55/14-145 B 42



622 Navy



917 Grey



903 Dark Grey



102 Brown Horn

VINTAGE SILHOUETTES

In an ode to retro and 70s styling, tailored silhouettes have been revived for the SS21 in new modern crystal shades finished with geometric patterns and hidden hinge trims.



APR 21 OPTICAL
CODE OLLIE TB8246
SIZE 52/18-145 B 41

UTA



107 Amber Tort.



490 Straw Yellow



532 Pistachio



968 Smoke Grey

APR 21 OPTICAL
CODE AMAL TB8245
SIZE 48/20-145 B 43

UTA



532 Pistachio



490 Straw Yellow



107 Amber Tort.



968 Smoke Grey

MODERN METALS

Never one to forgo the finer details, discover expertly crafted metalwork, precision engineered temples and textured patterns and prints.



APR 21 OPTICAL
CODE CLARK TB4324
SIZE 50/17-140 B 42



400 Lt. Gold



001 Black



125 Brown



902 Dk. Gun

APR 21 OPTICAL
CODE TOBI TB4323
SIZE 52/16-140 B 41



001 Black



400 Lt. Gold



902 Dk. Gun

JAN 21 OPTICAL
CODE FISHER TB4310
SIZE 57/16-140 B 39



936 Grey



001 Black



192 Brown



655 Navy

JAN 21 OPTICAL
CODE GOLDIE TB4311
SIZE 55/17-140 B 45



001 Black



158 Brown



953 Grey



654 Navy

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