

A
2020
VISION
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BRAND DNA

NO ORDINARY DESIGNER LABEL

Quintessentially British brand

Quirky yet commercial fashion offering

High quality design detailing

Contemporary approach to Marketing & PR



BRAND DNA

DESIGN PHILOSOPHY

Heritage of British tailoring combined with a thoroughly contemporary outlook.

Ted's overall approach is focused on his unwavering attention to detail and firm commitment to quality.

It's the little touches and details that make Ted Baker products stand apart from any competitor.

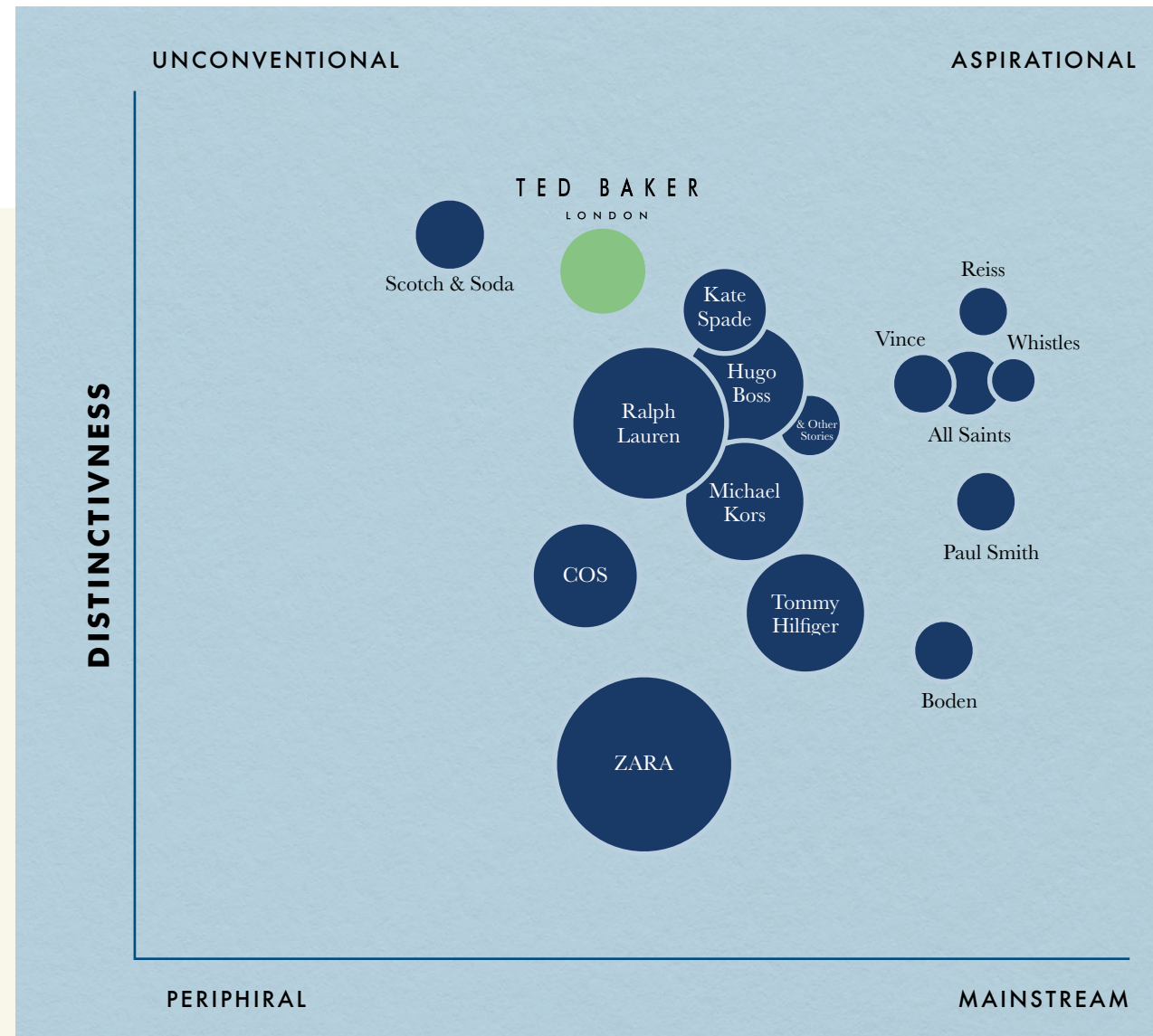


BRAND DNA

A DIFFERENTIATED BRAND PROPOSITION

Focussing on Ted's famous branding & creative ethos.

Strengthening their 'No ordinary', unconventional and aspirational position through innovation.



BRAND DNA

BRAND ARCHETYPE

A world traveller who is in the know. They are confident, eccentric, enigmatic and elegant. He / She is a bit of a word smith and loves to share worldly narrative, from a British point of view and embrace a sense of humour.

TARGET AUDIENCE

Core, 35 –55

Aspirational, 25 –35



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

B R A N D
N E W S
—

BRAND NEWS

with Ted

C O S M E T I C S

Ted has always been known for their attention to detail, creative use of colour and fun approach to style. Now, they've taken those same essential ingredients and applied them to beauty.

The 59-piece collection is available online and in selected UK stores.



BRAND NEWS

CONSCIOUS SHOP

Ted are all about feel good fashion – aiming to make you look and feel great, safe in the knowledge that they're making ethical choices when creating your clothes.

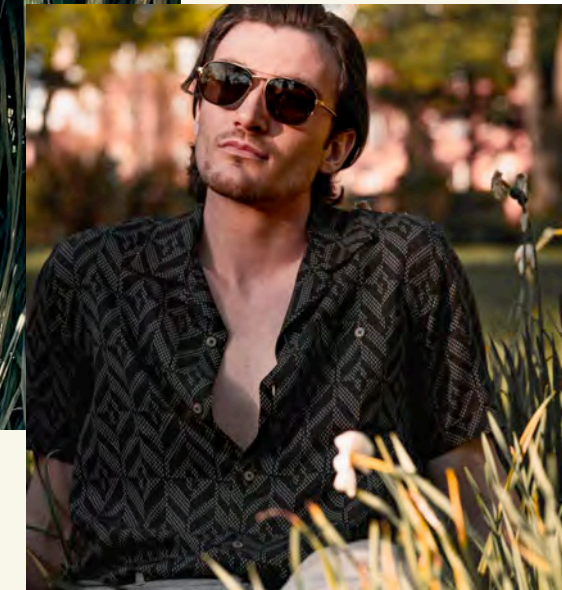
Pieces are all made from more than 50% responsibly sourced materials (using less water, energy or chemicals in production) and items made from eco-friendly materials like recycled polyester and organic cotton.



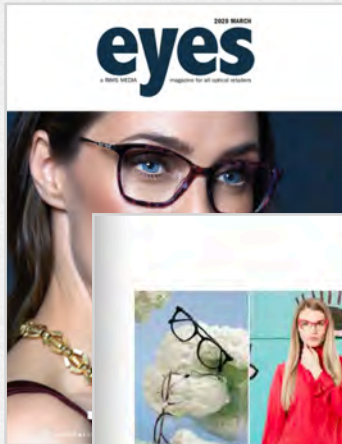
BRAND NEWS

INFLUENCERS

Ted's been reaching out to his friends on social media showcasing Ted to Toe looks with a stylish seal of approval.



EYES
March 2020



FASHION

Andy Wolf's model Marshall is classic, rich black and on trend in transparent.

Lara D' model Dionisia features cut out lenses in this acetate metal combination.

This made from plastic waste collection, **SeauSee**, from Henry Beaumont features classic model Verona.

Signers' 8th QUANTUM collection strives to reduce myopia design to its bare essentials embracing a unique optical hinge to connect the blank temple to the polyamide front, effectively eliminating extraneous components such as screws and bolts, seen here in forest green.

OKD by OKD's Bella model reflects earthy tones in a subtle acetate-metal front.

Nature dominates this season's styling. This **Humphrey's** model from International General has an earthy richness, in an on-trend softened round shape.

NEUBAU'S new 100 per cent bio based frames have been crafted from a new, entirely natural material made in a 3D printing, creating skin-friendly frames with smooth, stable edges and vibrant long-lasting colours.

eyes - March 2020

OPTICIAN
April 2020



FRAMES

JOHANN VON GOISERN
Optician.co.uk
 Headquartered in Austria and distributed in the UK by JS Optical, Johann Von Goisern's collection for the spring season follows a theme of light multicoloured colourways and bold styles. The new collection contains 10 new styles with five colour options for each frame, as well as the ability for each frame to come with tinted lenses. Coloured and slim, many of the frames have been deliberately designed to be unisex with minimal shapes that focus attention on the eye-catching bright colours. Classic cat-eye, square and double-bridged frames are available to suit every face shape with options for metal or acetate temples.

KLIK DENMARK
klik.com
 Scandinavian minimalism, more muted colours and architectural, functional detailing in the name of the game for Klik Denmark's spring releases. The company produces eyewear specifically for those who require a smaller eye size and manages to include intricate detailing using laser cutting methods and textured materials. Artisanal square shapes on the men's frames are held by a continuous piece of moulded acetate that provides a brow bar bridge. With an otherwise minimal, dark coloured design the Klik Denmark on the temple tips and thin, visible hinge and screws are brought to the fore in an expression of the functional elements of the frame. The women's frame sports slightly more colour with thin pink edge detailing around the outer sides of the lenses. The women's frames is slightly more cat-eye but otherwise sticks to a minimal design philosophy.

TED BAKER
tedbakery.com
 British luxury brand Ted Baker has released new frames for the spring season, one optical and one non-optical for men and women. Fusing the inspiration for Ted Baker's men's optical frame **Blaine (2)**, Colour blocking and finely textured tortoiseshell provide the colour to the contoured pantalo shape which flows into blocky temples. Fishing line-like cable sections of the temple add character while fishing motifs on the temple tips complete the look. Many (2) the women's optical frame, resembles a classic stick of French rock on its red and white striped temples with red temple tips. Constructed from enamel and hand painted, the temples emulate a woven fabric and end in temple tips which match the rims with a muted version of the colourway. The inspiration for the **Henri (3)** frame comes from cap cut-out and the street, a navigable shaped sunglasses frame for men with an oversized profile and a scaled temple-loop running down the length of the laminated acetate.

16 OPTICIAN FRAMES & FASHION 17 April 2020
 opticianonline.net

Les Echos SERIE LIMTEE
April 2020



Destination

Palace sur l'Océan indien

L'arrivée au Royal Palm est suffisamment intimidante pour vous rappeler une chose: vous êtes ici au cœur d'une légende hôtelière de l'île Maurice depuis 1985...

Par François Simon

Rassurez-vous, la force de ces grandes maisons, c'est de jouer sur ce genre d'ambiguïté. Prenez un fronton, des salutations hautes inclinées mais, tout de suite, le sourire et la gentillesse. Ce sera ainsi tout le long de votre séjour sur l'île Maurice. Optique complétement moderne et raffinée, généralement jus de pamplemoisse... Car ce Leading Hotels of the World du groupe hôtelier Blackcomb (annoncé sur l'île depuis 1959) a été et sera toujours un lieu d'ambiance des plus nécessaires. Les arrivées au bar plage, au grand restaurant ou sur la superbe plage, précédées de la scénographie dénichée des escaliers, des encoffrements.

En fait, le Royal Palm est dans son état, dans son jeu. C'est de capter les célébrités de la planète. Celles-ci y apportent leur gloire, leurs rires, parfois leur colère et, du coup, vous êtes de facto initiés à cette fascinante société, étrange, solitaire, éblouissante de flânerie. C'est en fait plus amusant qu'à tous moments vous pouvez découvrir, car ici l'atmosphère, l'air épuré, les paysages, fait partie des rituels de ce site hôtelière.

Découverte surfoote
 Restauré de fond en comble il y a cinq ans, le Royal Palm a su réduire à volée le niveau de son confort, son charme, c'est cette déconcentration vertigineuse, sa mise en scène habile, vous proposent un côté de nuit. Du son. On peut ainsi garder ses distances, frotter de jouer le jeu et profiter cet art de vivre discret et attachant, celui des palaces. D'autant qu'il y a la mer pour vous rappeler à la douce tyrannie du soleil, ses heures creuses, ses moments doux et coquilles. Ce qu'il y a d'autant plus intéressant dans ce Royal Palm, c'est que personne n'est dérangé, chacun est à sa place. Il vous reste à trouver la vitre, elle vous y attend.

Les Echos - Avril 2020

TED BAKER
LONDON

S U N
2 0 2 1
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SUN
STATEMENT

Fashion forward, trend led concepts

Affordable Luxury
Fashion/ Trend shapes
Materials & Construction

Wholesale

£52.00

SRP

£125.00



SUN
ICONIC

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

Signature prints
Bows & Monograms
Trims & Metalwork

Wholesale

£36.50 - £40.00

SRP

£85.00 - £95.00



SUN
THE ESSENTIALS

Commercial, easy to wear designs

Signature prints
Colour
Visible Ted Baker logo

Wholesale

£29.00 - £31.00

SRP

£70.00 - £75.00

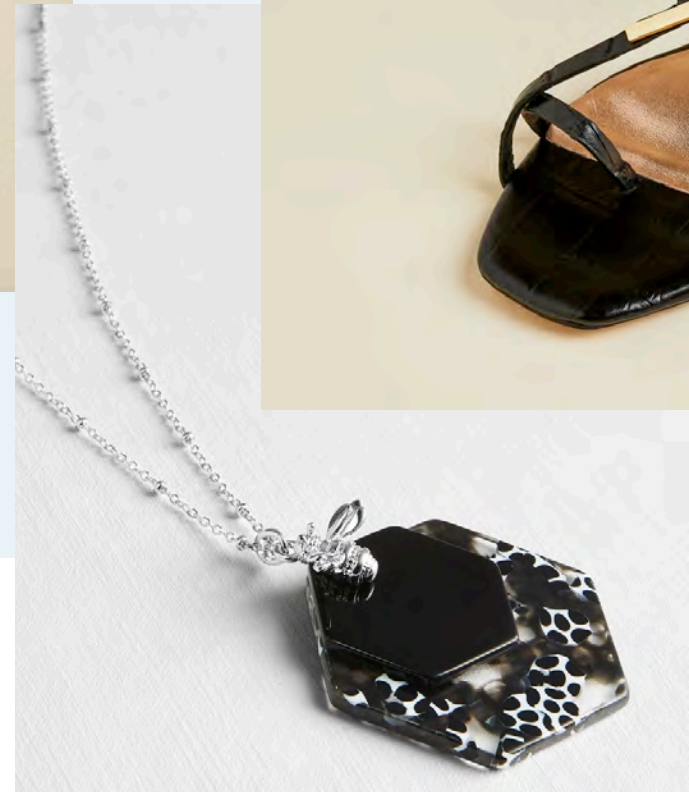
FUN IN THE SUN

Ted believes that no wardrobe is complete without a stylish selection of accessories and his new sunglasses collection is no exception.

Taking inspiration from vintage silhouettes, oversized eyeshapes, delicately crafted metal trims and rich jewel tones take centre stage.



DESIGN INSPIRATION



WOMEN'S SUN 21 OVERVIEW

Overview 18 Models 3-4 Colours 60 Skus

STATEMENT

Wholesale £52
22%



ICONIC

Wholesale £40
44%



THE ESSENTIALS

Wholesale £34
34%



Full Acetate/Plastic

Combination

Full Metal

DESIGN SIGNATURES

VINTAGE TRIMS



SWAROVSKI
CRYSTALS



ICONIC BRANDING



METAL NOSEPADS



LAYERED LOOKS



SIGNATURE PRINTS



TED BAKER
LONDON

VINTAGE VIBES

Fresh from the archives, Ted has taken inspiration from vintage silhouettes for some of his boldest designs yet. Merging seamlessly the contemporary with the timeless; these are Ted's eye-cons



THE EYEWEAR

DESIGN DETAILS



Satin and high shine metal combinations give that subtle finishing touch

Custom cast metal temples signed off with signature 'T' tip branding in contrasting finishes

Metal nose pads for that extra touch of luxe

Carefully engineered monoblock hinge and open work for effortless style

TED BAKER
LONDON

SUN 2021

CODE ROMA TB1617

SIZE 57/18-140 B 53



400 Gold



402 M. Rose Gold.



403 S. Rose Gold.

THE EYEWEAR

DESIGN DETAILS

New signature temple tip 'T'
branding with enamel infill

Sculpted slimline metal temples
with soft bevelled edges

Ted's statement cat eye
handcrafted in rich
marbled tortoiseshells

Art Deco inspired metalwork
featuring subtle branding
wrapping onto the endpiece



TED BAKER
LONDON

SUN 2021

CODE CHRISTY TB1615

SIZE 57/15-140 B 47



032 Black Marble



630 Blue Marble.



718 Purple Tort.

THE EYEWEAR

DESIGN DETAILS



Vintage green and gold combinations finished with rich enamel detail

Signature metal 'T' seamlessly inset into acetate temple tips

Metal nose pads for that extra touch of luxe

Swarovski crystal baguettes forming a decadent 'T'

TED BAKER
LONDON

SUN 2021

CODE JAZMIN TB1618

SIZE 64/14-135 B 50



404 Coffee Gold.



403 Rose Gold.



400 Gold

TED BAKER
LONDON



CHAIN REACTION

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Add a little something extra to your look with Ted's careful crafted chain link temples, lending instant flair to everyday looks



TED BAKER
LONDON

SUN 2021

CODE INDI TB1616

SIZE 60/15-140 B 53



119 Dk. Brown Horn



268 Crystal Brown/ Pink.



307 Cognac Demi.

TED BAKER
LONDON

SUN 2021

CODE FERN TB1609

SIZE 55/19-145 B 49



001 Metallic Black



125 Tortoise.

AMENDS: Inside colour to be lighter pink as col 215



215 Minky Pink.

TED BAKER
LONDON

SUN 2021

CODE ELVIA TB1608

SIZE 58/16-137 B 53



608 Navy.



125 Tortoise.



001 Metallic Black .



215 Minky Pink.

TED BAKER
LONDON



SHAPE IT UP



From 70s inspired oversized geometric frames to classic rounds featuring delicate metal rims encased in soft crystal hues creating shapes within shapes.



TED BAKER
LONDON

SUN 2021

CODE HETTY TB1613

SIZE 53/21-145 B 47



147 Chocolate Grad



608 Navy.



228 Pink.

TED BAKER
LONDON

SUN 2021

CODE TAMRA TB1607

SIZE 59/17-145 B 55



527 Emerald Green



228 Pink.



122 Tortoise.

TED BAKER
LONDON

SUN 2021

CODE NEVA TB1610

SIZE 53/19-145 B 48



122 Tortoise.



228 Pink.



527 Emerald Green

TED BAKER
LONDON

SUN 2021

CODE LANA TB1611

SIZE 51/21-140 B 50



228 Pink



527 Emerald Green



307 Lt. Camel

AMENDS: Change lens to be brown as PDM015894 col 122

TED BAKER
LONDON

SUN 2021

CODE MAYRA TB1612

SIZE 57/19-140 B 56



403 Gold/ Khaki



402 Coffee Gold/ Camel.



400 Rose Gold/ Pink

TED BAKER
LONDON

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.



TED BAKER
LONDON

SUN 2021

CODE FLORES TB1604

SIZE 51/16-140 B 45



001 Metallic Black

AMENDS: Print to be updated to Metropolis Black Floral



121 Tortoise.

AMENDS: Print to be updated to Serendipity All Over Floral



608 Navy.



215 Minky Pink.

TED BAKER
LONDON

SUN 2021

CODE AMIE TB1605

SIZE 55/17-140 B 43



121 Tortoise.

AMENDS: Print to be updated to Serendipity All Over Floral



001 Metallic Black

AMENDS: Print to be updated to Metropolis Black Floral



608 Navy.



204 Burgundy.

TED BAKER
LONDON

SUN 2021

CODE MAE TB1606

SIZE 56/17-140 B 45



204 Burgundy.



121 Tortoise.

AMENDS: Print to be updated to Serendipity All Over Floral



608 Navy.



001 Metallic Black

AMENDS: Print to be updated to Metropolis Black Floral

TED BAKER
LONDON

CLASSIC WITH A TWIST

With carefully crafted metalwork and two tone finishes, dress to impress with Ted's take on the essential eyeshapes.



TED BAKER
LONDON

SUN 2021

CODE SUTTON TB1625

SIZE 58/14-145 B 54



401 Shiny Rose Gold



001 Black



901 Gun



400 Gold

TED BAKER
LONDON

SUN 2021

CODE ETTA TB1602

SIZE 61/15-145 B 55



401 Rose Gold/ Rose



4010 Rose Gold/ Black



403 Gold/ Sherbet Yellow.

TED BAKER
LONDON

SUN 2021

CODE SAMMY TB1614

SIZE 139/0-140 B 52



403 M. Rose Gold/ Pink

AMENDS: Change lens to match TB1582 LAILA Col 400



400 S. Rose Gold/ Pink.



401 Gold/ Old Green.

TED BAKER
LONDON

SUN 2021

CODE RIOS TB1603

SIZE 58/16-140 B 49



204 Burgundy/ Pink.



121 Tort./ Pink.



608 Navy/ Camel.



001 Metallic Black/ Coral

SHADES OF COOL

From fresh takes on retro eyeshapes to brave new colour palettes, Ted's new sunglass collection is a sight to behold.

Custom cast metalwork combined with iconic prints and hidden trims ensure the ultimate finishing touch.



MEN'S SUN 21 OVERVIEW

Overview 14 Models 3-4 Colours 50 Skus

STATEMENT

Wholesale £52

21%



ICONIC

Wholesale £40

50%



THE ESSENTIALS

Wholesale £34

29%

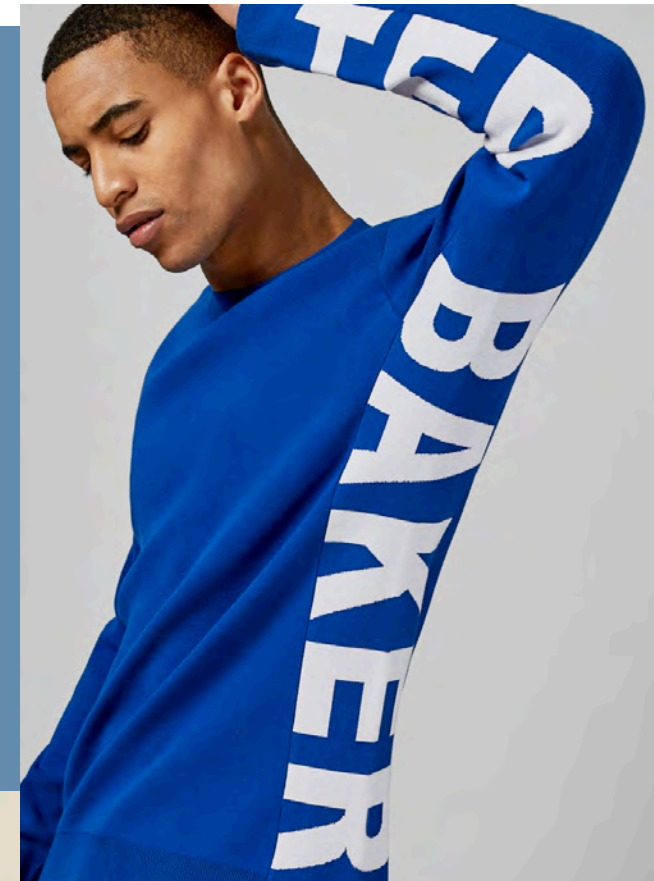


Full Acetate/Plastic

Combination

Full Metal

DESIGN INSPIRATION



DESIGN SIGNATURES

CUSTOM HINGES



BESPOKE
ENGRAVING



ICONIC BRANDING



HIDDEN TRIMS



METAL NOSEPADS



SIGNATURE PRINTS



TED BAKER
LONDON

A BLAST
FROM THE PAST

Fresh from the archives, Ted has taken inspiration from vintage silhouettes for a fresh take on a blast from the past



THE EYEWEAR

DESIGN DETAILS



TED BAKER
LONDON

SUN 2021

CODE TB1544

SIZE 51/19-145 B 44



523 Cedar



136 Pistachio.



934 Grey.



490 Straw Yellow.

THE EYEWEAR

DESIGN DETAILS

Retro combination
frame in rich two tone
laminated acetate

Signature metal 'T'
seamlessly integrating the
temple to acetate tips

Bespoke rimwire
featuring laser engraved
'Ted Baker' branding

Metal nose pads for that
extra touch of luxe

Milled stainless steel
temple with enamel infill



TED BAKER
LONDON

SUN 2021

CODE LEO TB1630

SIZE 56/12-145 B 43



001 Black/ Tort.



661 Navy/ Tort.



158 Brown/ Tort.



560 Khaki/ Tort.

THE EYEWEAR

DESIGN DETAILS

Vintage style
'W' cut bridge

Discover messages
hidden in metal
temple trims

Signature metal 'T' seamlessly
inset into acetate temple tips

Side shield and geometric
eyeshape handcrafted in
rich tortoiseshell and horn
effect acetates



Bespoke corewire laser engraved with
Ted's signature geometric patterns

TED BAKER
LONDON

SUN 2021

CODE KORY TB1631

SIZE 48/21-140 B 43



307 Cognac

AMENDS: Increase side shield thickness



106 Tortoise.

AMENDS: Increase side shield thickness



931 Grey Horn

AMENDS: Increase side shield thickness

TED BAKER
LONDON

THE RIGHT COMBINATION

Enjoy the ultimate in versatility with stainless steel temples wrapping onto TR90 fronts for flexible and lightweight durability



TED BAKER
LONDON

SUN 2021

CODE HARMON TB1626

SIZE 54/19-145 B 47



436 Gold



642 S. Gun



228 M. Gun



970 Silver.

TED BAKER
LONDON

SUN 2021

CODE MATA TB1620

SIZE 53/16-140 B 42



650 Navy



001 Black



122 Tort



905 Grey

TED BAKER
LONDON

SUN 2021

CODE HOWE TB1623

SIZE 53/19-140 B 46



330 Copper



170 Gold.



001 Silver

TED BAKER
LONDON



P R I N T S C H A R M I N G

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



TED BAKER
LONDON

SUN 2021

CODE WARE TB1627

SIZE 51/19-145 B 45



001 Black



122 Tortoise



618 Navy.



905 Grey

TED BAKER
LONDON

SUN 2021

CODE KING TB1619

SIZE 56/20-145 B 43



122 Tort

AMENDS: Print to be updated to Jenga



001 Black

AMENDS: Print to be updated to Teeme



200 Burgundy

AMENDS: Print to be updated to Oyster



618 Navy

AMENDS: Print to be updated Kenya

TED BAKER
LONDON

NEW MODERN CLASSICS

Classic eyeshapes take on a Ted twist with a
palette of brave new colours in combination
with carefully crafted details



TED BAKER
LONDON

SUN 2021

CODE MOSE TB1628

SIZE 135/0-145 B 56



618 Navy



001 Black.



122 Tortoise

TED BAKER
LONDON

SUN 2021

CODE KYRAN TB1629

SIZE 135/0-145 B 53



618 Navy



122 Tortoise.



200 Burgundy

TED BAKER
LONDON

SUN 2021

CODE MILLS TB1624

SIZE 58/14-145 B 45



001 Black



400 Gold



901 S. Gun.

TED BAKER
LONDON

SUN 2021

CODE SUTTON TB1625

SIZE 58/14-145 B 54



400 Gold



001 Black



901 Gun

TED BAKER
LONDON

SUN 2021

CODE WEBSTER TB1621

SIZE 51/19-140 B 44



970 Misty Grey



436 Mustard



642 Blue



228 Flamingo.

TED BAKER
LONDON

SUN 2021

CODE DEXTER TB1622

SIZE 54/18-145 B 41



642 Blue



436 Mustard



970 Misty Grey.



228 Flamingo.

