


HACKETT
LONDON



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MIDO

22.02.19

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Brand

ACCESSIBLE LUXURY



ELEGANT & SMART



BRITISH



WITH A TWIST



MEN'S



TAILORING



SHOES



ACCESSORIES



BOYS



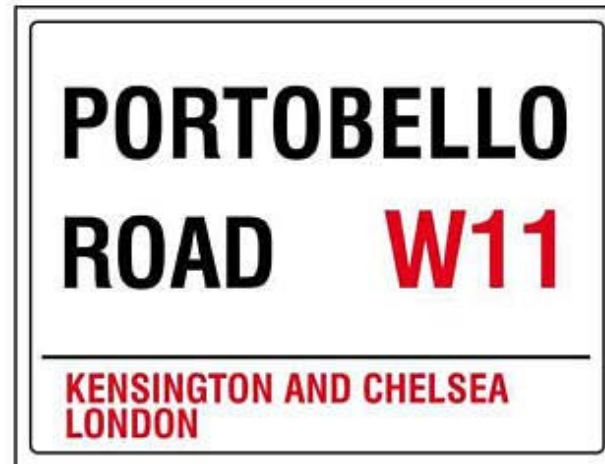
Must Knows

01. Hackett started in 1979 as a stall in **Portobello Market** (London) selling second hand gentleman's clothing and accessories, including vintage sunglasses and glasses.

02. Hackett is part of the **Pepe Jeans Group** which also comprises Pepe Jeans, Faconnable and Norton Clothing.

03. Proud partner of **Aston Martin, Aston Martin Racing, Henley Regatta** and **British Army Polo**.

04. Hackett is the epitome of **modern British gentleman's style**.



Swatch X Hackett

In November 2019 a limited edition Swatch x Hackett watch launched mixing the best of Swiss craftsmanship with definitive British style.

The limited edition watch was designed in collaboration with Jeremy Hackett and the star of the design is Muffin, Jeremy's Sussex Spaniel: his image is featured on the quadrant of this amazing product.



Launch of HKT line

In 2019 Hackett is going to launch the new entry price line HKT: this relaxed casual collection will be addressed to a new generation driven by a digital approach and an off-duty and creative urban life-style.



Hackett move to Savile Row

Hackett is going to open a new store showroom and move some of its offices to Savile Row. A very famous street in Mayfair, central London.

Known principally for traditional bespoke tailoring for men, Savile Row is also synonymous of high-end brands. This is a coming home for Hackett as right from the very start, Hackett was inspired by Savile Row gentlemen style.



Isaac Carew as new face for Hackett

Isaac Carew is a professional chef, model and influencer.

Trained in London by the legendary Gordon Ramsay, Isaac honed his passion for food over years of culinary training.

Alongside his culinary training, Isaac made his modelling debut in Vogue Hommes. He starred in campaigns for Valentino and Hermes. He is also in a romantic relationship with the singer and new face of Pepe Jeans Dua Lipa.



The Best of British

Hackett attended to a big event in Shanghai in October 2018 called “The Best of British”.

This trade fair showcased the best in quality, innovation and excellence from Great Britain attracting over 5,000 key buyers and over 30,000 high-end consumers from Shanghai and across China.





Brand Presence

38 Retail Stores

UK-ROI 16

Europe 10

Americas 8

Asia 4

Over 800 points of sale globally

95 Franchise Doors

8 Showrooms

3 Distributors





Marketing




HACKETT
LONDON




HACKETT
LONDON



Eyewear

Eyewear Collection

The collection encompasses the heritage of eyewear fashions together with a constant focus on the latest materials and construction that befits its expertise in tailoring.



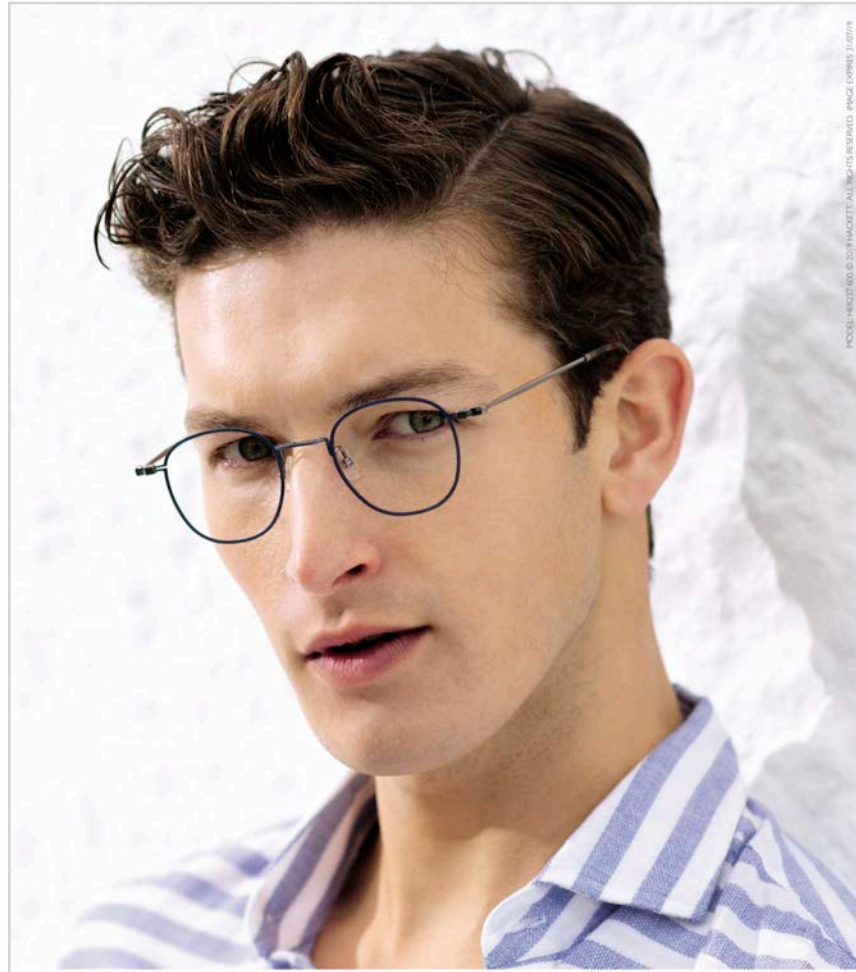

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PHOTO: GILBERT GIL © 2018 HACKETT. ALL RIGHTS RESERVED. #HACKETTBESPOKE


HACKETT
BESPOKE
EYEWEAR


HACKETT
LONDON



MODEL: HEJL7, HA © 2018 HACKETT. ALL RIGHTS RESERVED. IMAGE DOWNS 31.02.19


HACKETT
BESPOKE
EYEWEAR





HACKETT LONDON

POS



HACKETT
BESPOKE
EYEWEAR

HACKETT LONDON



SUN SHOWCARD A4
£0.92 / €1.01 / \$1.18
IN STOCK
HKSCV2AW18



OPTICAL SHOWCARD A4
£0.92 / €1.01 / \$1.18
IN STOCK
HKSCV1AW18



**DOUBLE SIDED
OPTICAL BANNER A1**
£7.04 / €7.74 / \$9.01
IN STOCK
HKWBV1AW18



**DOUBLE SIDED
SUN BANNER A1**
£7.04 / €7.74 / \$9.01
IN STOCK
HKWBV2AW18



3 PIECE DISPLAY
£20 / €22 / \$26
IN STOCK
HBD517090382



6 PIECE DISPLAY
£20 / €22 / \$26
IN STOCK
HBD517091326

CAMPAIGN FRAMES
OPTICAL - HEB237 600
SUN - HSB887 683



Aug 19 Eyewear Collection

PRICE MAP

Classic
acetate



HEB248

Premium
metals



HEB249

HEB250

UTA



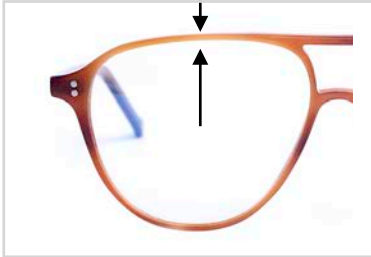
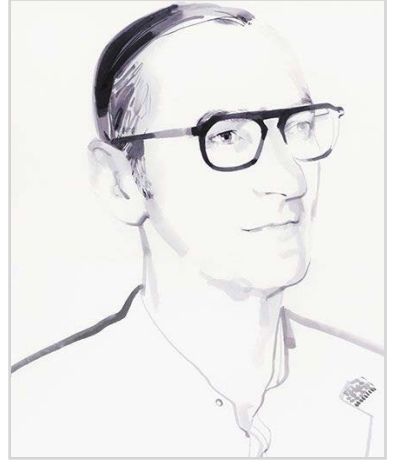
HEB251



HEB252

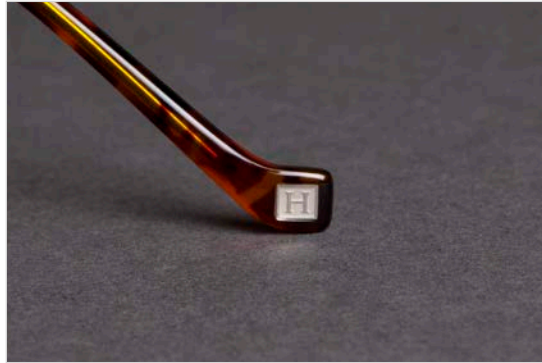
Entry

Mid



DESIGN SIGNATURES

THE H IN THE BOX



New brand codes

HACKETT PLAQUE



The logo is on top of the temple
for more discreet branding

SMALL SIZE



Suitable for smaller faces

H SIGNATURE



New embellishment with the
H signature

NEW UTA



UTA 2.0 even thinner



HACKETT
LONDON

AUG 19 OPTICAL

OVERVIEW 5 MODELS 4 COLOURS 20 SKUS



HEB248 (PDM013117)



HEB249 (PDM012533)



HEB250 (PDM012538)



HEB251 (PDM012522)



HEB252 (PDM0131142)

AUG 19 OPTICAL

CODE HEB248

SIZE 51/15/-145 B 39



I35 Cream Tort

FRAME DESCRIPTION

Model No.	HEB248
Model Name	N/A
PDM No.	PDM013117
Gender	Men's
Frame Description	Acetate Optical
Logo Style	Metal tip foil logo
RX-able	Yes
TYPE of glazing	V-Groove
Nose Pad Type	Laminated
Adjustable core wire	Yes
Hinge Type	Normal hinge

DIMENSIONS

Size	51/15/-145
B Dimension	39
ED	56.3
Screw to Screw	125
Mid to Mid	130
Tip to Tip	104

MATERIALS

Lens Type	Demo
Lens Material	N/A
Lens Coatings	N/A
Lens Base	450
Front Material & Finish	Acetate
Temple Material & Finish	Acetate

MOQ

300pcs per model, 100pcs per color

AUG 19 OPTICAL

CODE HEB248

SIZE 51/15/-145 B 39



135 Cream Tort



01 Black



143 Tort



683 Navy

CLASSIC ACETATE



- Entry price part of collection
- Classic and commercial shapes
- Small size suitable for smaller faces

AUG 19 OPTICAL

CODE HEB249

SIZE 49/21-145 B 45

PRESS PIECE



689 Navy

FRAME DESCRIPTION

Model No.	HEB249
Model Name	N/A
PDM No.	PDM012533
Gender	Men's
Frame Description	Metal Optical
Logo Style	Raised H logo
RX-able	Yes
TYPE of glazing	T-Groove
Nose Pad Type	Screw
Adjustable core wire	Yes
Hinge Type	Normal hinge

DIMENSIONS

Size	49/21-145
B Dimension	45
ED	51.4
Screw to Screw	128.2
Mid to Mid	132.7
Tip to Tip	101.8

MATERIALS

Lens Type	Demo
Lens Material	N/A
Lens Coatings	N/A
Lens Base	450
Front Material & Finish	Stainless steel
Temple Material & Finish	Stainless steel temple/acetate tip

MOQ

300pcs per model, 100pcs per color

AUG 19 OPTICAL

CODE HEB249

SIZE 49/21-145 B 45

PRESS PIECE

PREMIUM METALS



689 Navy



- 'H' Hackett signature on temple
- Hackett logo on top of frame
- One milled piece of metal for fronts



02 Black



175 Brown



548 Khaki

AUG 19 OPTICAL

CODE HEB250

SIZE 54/15-145 B 37



911 Grey

FRAME DESCRIPTION

Model No.	HEB250
Model Name	N/A
PDM No.	PDM012538
Gender	Men's
Frame Description	Metal Optical
Logo Style	Raised H logo
RX-able	Yes
TYPE of glazing	T-Groove
Nose Pad Type	Screw
Adjustable core wire	Yes
Hinge Type	Normal hinge

DIMENSIONS

Size	54/15-145
B Dimension	37
ED	60
Screw to Screw	129
Mid to Mid	133.6
Tip to Tip	102.7

MATERIALS

Lens Type	Demo
Lens Material	N/A
Lens Coatings	N/A
Lens Base	450
Front Material & Finish	Stainless steel
Temple Material & Finish	Stainless steel temple/acetate tip

MOQ

300pcs per model, 100pcs per color

AUG 19 OPTICAL

CODE HEB250

SIZE 54/15-145 B 37


HACKETT
BESPOKE

PREMIUM METALS



911 Grey



- 'H' Hackett signature on temple
- Hackett logo on top of frame
- One milled piece of metal for fronts



02 Black



175 Brown



689 Navy

AUG 19 OPTICAL

CODE HEB251

SIZE 54/15-145 B 42



683 Navy

FRAME DESCRIPTION

Model No.	HEB251
Model Name	N/A
PDM No.	PDM012522
Gender	Men's
Frame Description	UTA Acetate Optical
Logo Style	Metal tip foil logo
RX-able	Yes
TYPE of glazing	UV-Groove
Nose Pad Type	Laminated
Adjustable core wire	Yes
Hinge Type	Normal hinge

DIMENSIONS

Size	54/15-145
B Dimension	42
ED	59.3
Screw to Screw	129.6
Mid to Mid	N/A
Tip to Tip	107.9

MATERIALS

Lens Type	Demo
Lens Material	N/A
Lens Coatings	N/A
Lens Base	300
Front Material & Finish	Acetate
Temple Material & Finish	Acetate

MOQ

300pcs per model, 100pcs per color

AUG 19 OPTICAL

CODE HEB251

SIZE 54/15-145 B 42

UTA



- New UTA: even finer than previous release
- Super light acetate product



683 Navy



01 Black



152 Dark Tort



950 Grey

AUG 19 OPTICAL

CODE HEB252

SIZE 54/14-145 B 42

PRESS PIECE



950 Grey

FRAME DESCRIPTION

Model No.	HEB252
Model Name	N/A
PDM No.	PDM013114
Gender	Men's
Frame Description	UTA Acetate Optical
Logo Style	Metal tip foil logo
RX-able	Yes
TYPE of glazing	UV-Groove
Nose Pad Type	Laminated
Adjustable core wire	Yes
Hinge Type	Normal hinge

DIMENSIONS

Size	54/14-145
B Dimension	42
ED	61.28
Screw to Screw	129
Mid to Mid	N/A
Tip to Tip	106

MATERIALS

Lens Type	Demo
Lens Material	N/A
Lens Coatings	N/A
Lens Base	300
Front Material & Finish	Acetate
Temple Material & Finish	Acetate

MOQ

300pcs per model, 100pcs per color

AUG 19 OPTICAL

CODE HEB252

SIZE 54/14-145 B 42

PRESS PIECE



950 Grey



01 Black



143 Tort



683 Navy

UTA



- New UTA: even finer than previous release
- Super light acetate product



THANK YOU