



KAREN MILLEN

ZOE BRIGGS MIDO

22.02.19

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**BRAND**

## A LONDON BRAND WITH A GLOBAL CALLING

Creating Confidence Through Distinction

In 1981 Karen Millen invested £100 in one thousand metres of white cotton and began crafting sleek white shirts for her friends.

Today, they are a well established premium brand dedicated to high quality, flattering fit and scrupulous attention to design detail.

Inspired by couture, Karen Millen's mission is to create striking style-led pieces that resonate with women of all ages, united by their style attitude.



# KEY PRODUCTS

BRAND

## POLISHED STAPLES THAT FIT INTO EVERY MOMENT

Karen Millen appeals and caters to a broad demographic of women due to their diverse product mix.



CATEGORY	PRICE	ASP
Coats	£235 - £1400	£330
Jackets	£140 - £199	£215
Leather	£350 - £999	£455
Trousers	£99 - £550	£160
Jeans	£75 - £140	£105
Skirts	£99 - £399	£135
Shirts	£99 - £145	£120
T-Shirts	£40 - £99	£65
Dress	£130 - £450	£200
Knitwear	£85 - £250	£115
Footwear	£110 - £375	£175
Bags	£75 - £299	£85
Purses	£40 - £65	£60

# BRAND POSITIONING

BRAND



# BRAND PRESENCE

BRAND

Global business trading across 6 continents, 58 countries and 397 stores

## UK

Branches: 36  
Concessions: 42  
Outlets: 4  
Franchises: 1  
Digital sites: 6

## EUROPE

Branches: 12  
Concessions: 65  
Outlets: 4  
Franchises: 38  
Digital sites: 10

## US & CANADA

Branches: 7  
Concessions: 25  
Outlets: 2  
Digital sites: 3

## AUSTRALASIA

Branches: 8  
Concessions: 8  
Outlets: 1  
Digital sites: 2

## RUSSIA

Franchises: 21

## FAR EAST

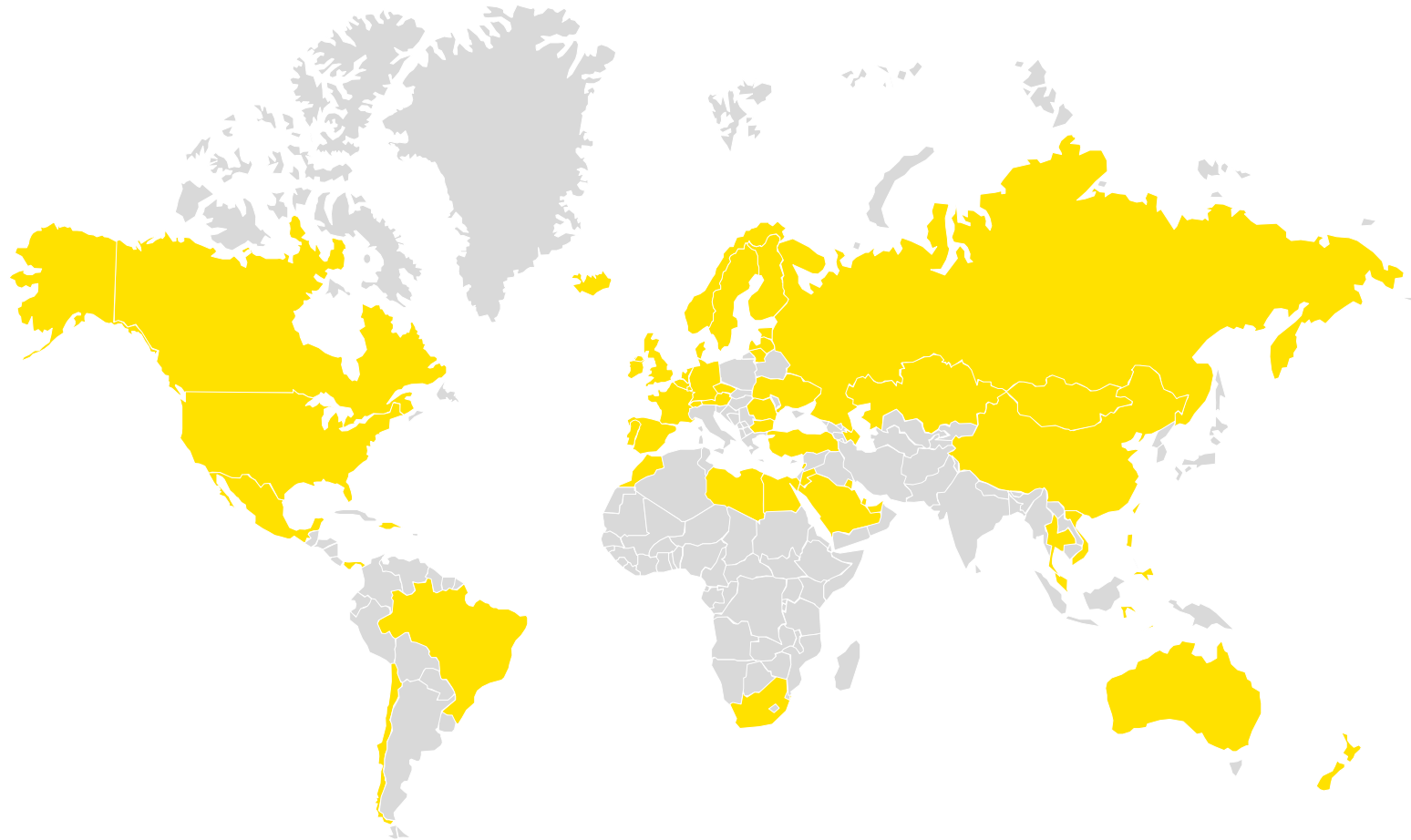
Franchises: 40

## MIDDLE EAST

Franchises: 35

## OTHER

Franchises: 27



## BRAND NEWS

## #WOMENWHOCAN

- Karen Millen is a brand with a unique legacy of strong women, from founder Karen Millen to CEO Beth Butterwick and Creative Design Director Tracey Stainer. Through #WOMENWHOCAN KM will work with like-minded women of influence, charity and media partners to help spread the positive message across a multitude of outlets. From store events, social channels, podcasts and video.





Flattering

‘Karen Millen pulls me in in all the right places.’

Fitted

‘I get compliments every time I wear Karen Millen.’

Stylish & high quality

‘I care less about trends and more about style and quality.’

Flexible

‘Karen Millen takes me from day to night with ease.’

Empowering

‘I open my wardrobe and think – don’t let me down today Karen Millen, I need my armour.’

Timeless

‘It’s such a good investment – I think I owe Karen Millen money now.’

# MARKETING

KAREN MILLEN



KAREN MILLEN

# KAREN MILLEN

## LATEST CAMPAIGN SS19



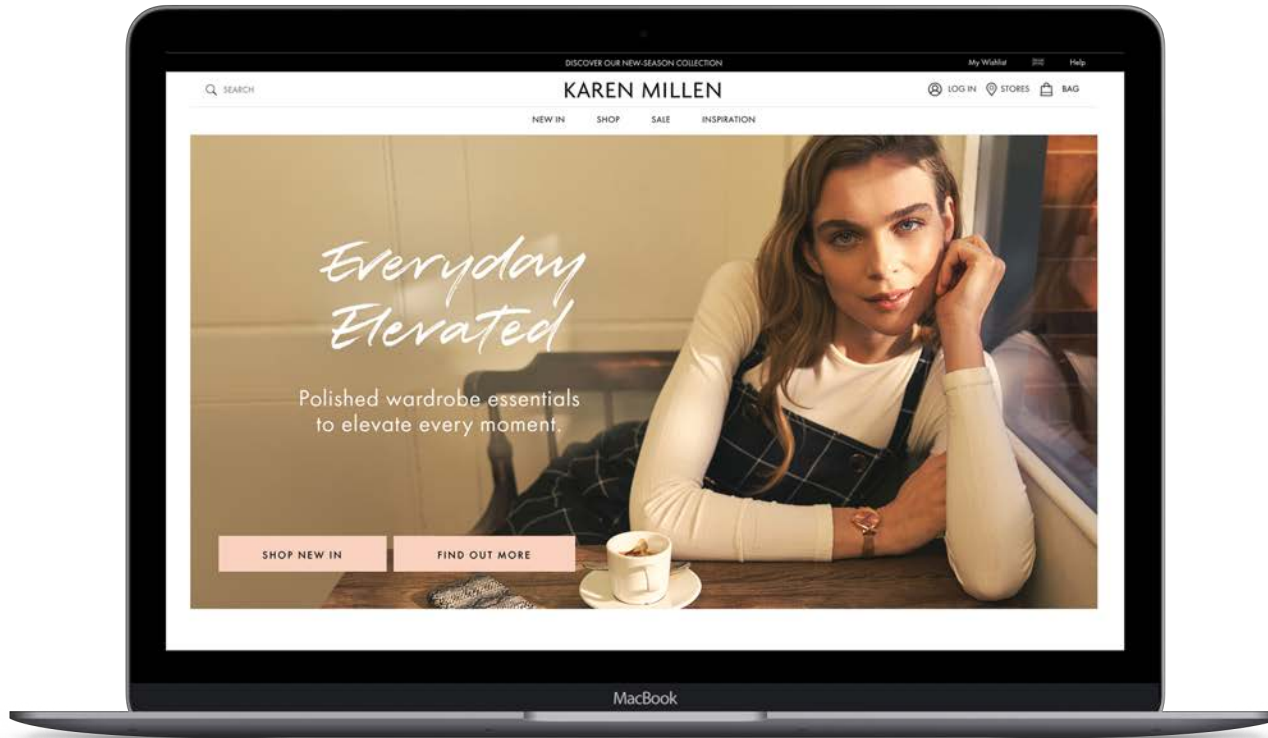
# KAREN MILLEN

LATEST CAMPAIGN  
SS19



# DIGITAL CAMPAIGNS

## MARKETING

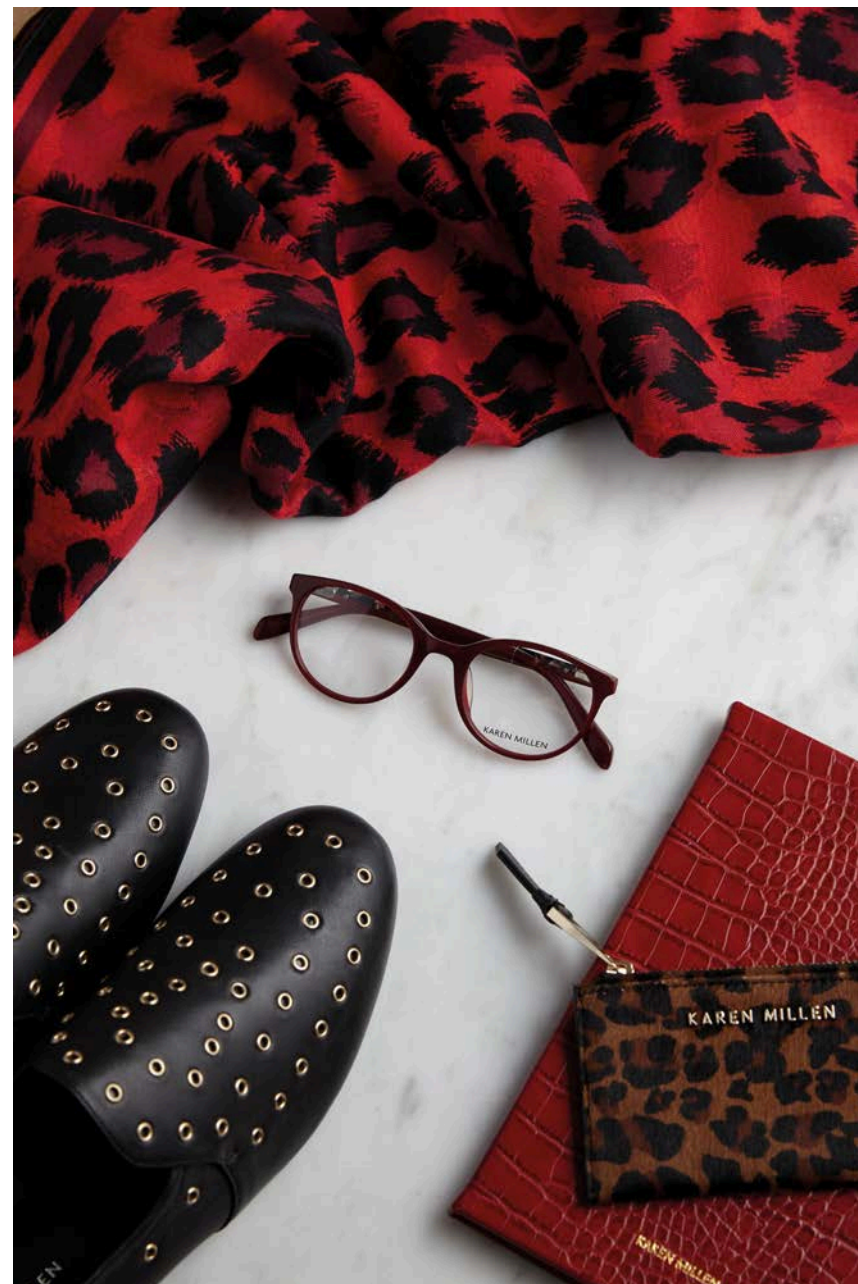


# EYEWEAR

## EYEWEAR COLLECTION

Mondottica is proud to announce the launch of the new Karen Millen optical collection for 2019. To reflect the brand's ethos of female empowerment and independence, the statement collection makes a sleek and bold impact; embracing a sophisticated versatility alongside confident, classic designs.

The new season embraces both polished and delicate features as well as classic and smart shapes, all of which invite women to express their own concept of style in eyewear.





# EYEWEAR PR

## EYEWEAR



BY KAREN MILLEN FOR EUROPE //

### KAREN MILLEN

// AN INDEPENDENT SPIRIT //

Moncléra has launched the new Karen Millen optical collection for Autumn/Winter 2018. To reflect the brand's ethos of female empowerment and independence, the statement collection makes a sleek and bold impact, embracing a sophisticated versatility alongside confident, classic designs, according to the company.

The new season embraces both polished and delicate features as well as classic and smart shapes, all of which invite women to express their own concept of style in eyewear.

With a portulac, made between interior and the brand's signature layered print laminated on top, the refined cat-eye shape of model Diamante KM1004 showcases a vintage yet playful femininity. The half "K" chevron detail on the temple, filled with diamante detail adorning, gives these frames a subtle touch of glamour, whilst the brand's high-octane, contemporary navy and olive honey tortoiseshell colour ways ensure a statement look to be seen in.

The newly introduced, sophisticated charcoal black tortoiseshell tone takes centre stage in the collection, a contemporary and elegant shade that is universally flattering. The accent of model Wave KM1001 is accentuated in the interior with a thin layer of crystal laminate, making the top lighter while creating a softer undertone.

[www.monclera.com](http://www.monclera.com)

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### EDITORS' STYLE NOTES

THE BOLDER THE BETTER

Less usual shapes are a thing this season...

**1. MAD IN ITALY**  
Model Digma is a new women design in the opt collection from Mad in Italy. The ring of the front has a curved edge, adding a touch back to an otherwise classic design.  
[www.maditaly.com](http://www.maditaly.com)

**2. PLEIN LES MÉRIDIENS**  
Suitable for women, the Plein Les Méridiens collection includes several special personality shapes such as model Fatigue 2, which has an irregular form, the pleché mirror with the upper edge with exposure to the sun.  
[pleinlesmeridiens.fr/](http://pleinlesmeridiens.fr/)

**3. MAD IN ITALY**  
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**4. MASSADA**  
Inspired by an Italian Karama film, Massada's Raimondo Ardeni has reinterpreted diamonds in fashion design. With temples based on a sculpture by Constant Brancusi, the top lip top edge offers a refined optical design. Made in Japan.  
[www.massada.com](http://www.massada.com)

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### NEOS LUNETTERIE

**ALF FAYT RIMÉ**  
**ÉLÉGANCE FRANÇAISE ET SOBRIÉTÉ**  
Créés en collaboration avec le designer Alf Fayt pour l'atelier de lunettes français, explorez une collection de lunettes au look discret et chic dans le style dans le haut de gamme C130.  
Elle est née sous l'impulsion du film Bouhassou - Akela, qui travaille dans le secteur de l'export et suit une formation à l'École des métiers du commerce de France, lauréat, et diplômé. Son état d'esprit est de 18 ans à des postes de management commercial et marketing chez SA, l'Etat et l'industrie.  
Les points - créer une collection de lunettes au look discret, élégant, qui met en avant le savoir-faire et la technique.  
Les 4 modèles de la collection illustrent chacun un caractère et 3 couleurs de verre ont été développés dans l'atelier parisien de la marque et sont produits en France. Ils suivent de l'atelier japonais et sont équipés de verres photochromiques sensibles.  
Actuellement, la collection Alf a déjà été utilisée chez une dizaine d'opticiens. Le top de la collection devant être lancé d'ici la fin de l'année, avec l'objectif d'atteindre la cote d'été de 2018.

**TÉLEX**  
SAPLO et FOSSIL ont renouvelé leur accord de licence.  
LAPORTE présente sa collection capsule "Les Délices" disponible uniquement sur le web.  
MOBEL propose ses premières lunettes réalisées en impression 3D dans la collection Light.  
ETNA BARCELONA a choisi le peintre Javier Pérez, comme source d'inspiration pour sa nouvelle collection.  
FESTIVAL, la célèbre marque de montures a confié à US-COOL la création, production et distribution de lunettes sous le nom de la marque de montures MOBEL.

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### SHELTER, LE CRÉATEUR DE MONTURES OPTIQUES ET SOLAIRES HAÛT DE GAMME, SERA PRÉSENT POUR LA PREMIÈRE FOIS AU SILMO.

**REACTOR**  
**ORION**

BEVÉMENT SILMO 2018, UN BOND DANS LE FUTUR

RENTREZ EN CONTACT AVEC ESSILOR FRANCE

SOMMAIRE #722

VOUS (MAG) LE MAGAZINE DE L'OPTICIEN LUNETIER

Le sommaire #722  
Lun. 06.4.1710 - Lun. 06.4.1710  
Mardi 06.4.1710 - Lun. 06.4.1710  
Mer. 10.4.1710 - Lun. 06.4.1710  
Jeu. 10.4.1710 - Lun. 06.4.1710  
Ven. 10.4.1710 - Lun. 06.4.1710

19 INFOS LUNETTERIE

- Capteur - modèle laminé - en ligne
- Karen Millen - silhouette - la collection optique en ligne
- Vallet Tague - le rétro - pour une 170 ans



### KAREN MILLEN

WHAT'S NEW EUROPE  
NOVEMBER 13, 2018

SHARE

An independent spirit

Moncléra has launched the new Karen Millen optical collection for Autumn/Winter 2018. To reflect the brand's ethos of female empowerment and independence, the statement collection makes a sleek and bold impact, embracing a sophisticated versatility alongside confident, classic designs, according to the company.

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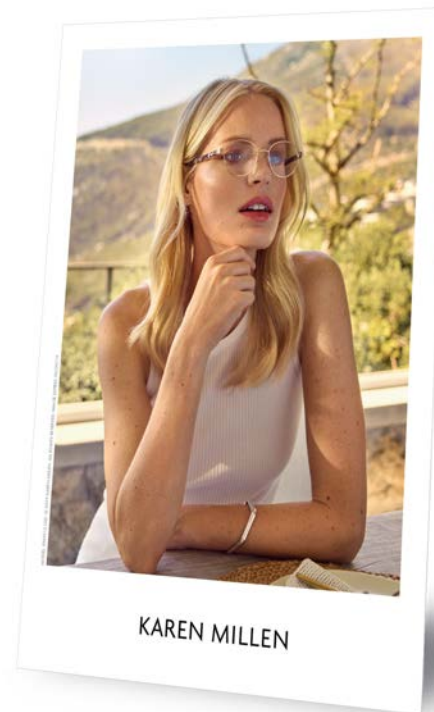
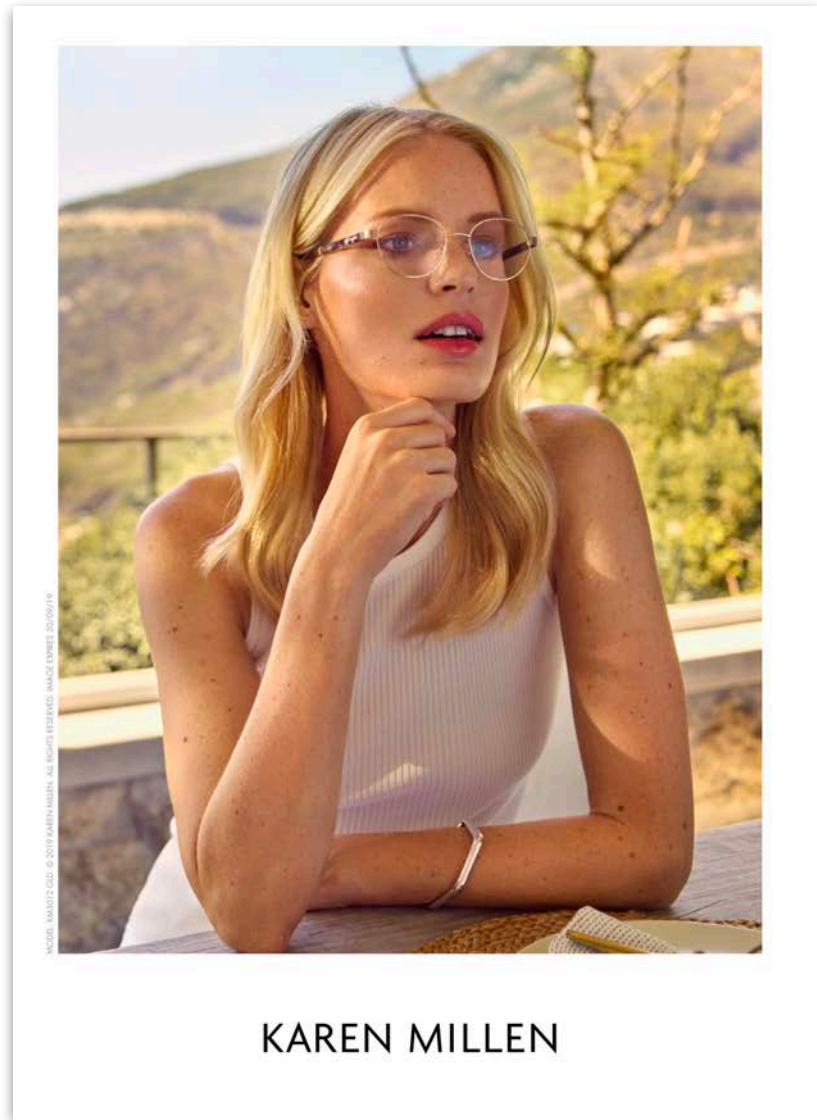
[www.monclera.com](http://www.monclera.com)

# SS19 MARKETING CAMPAIGN

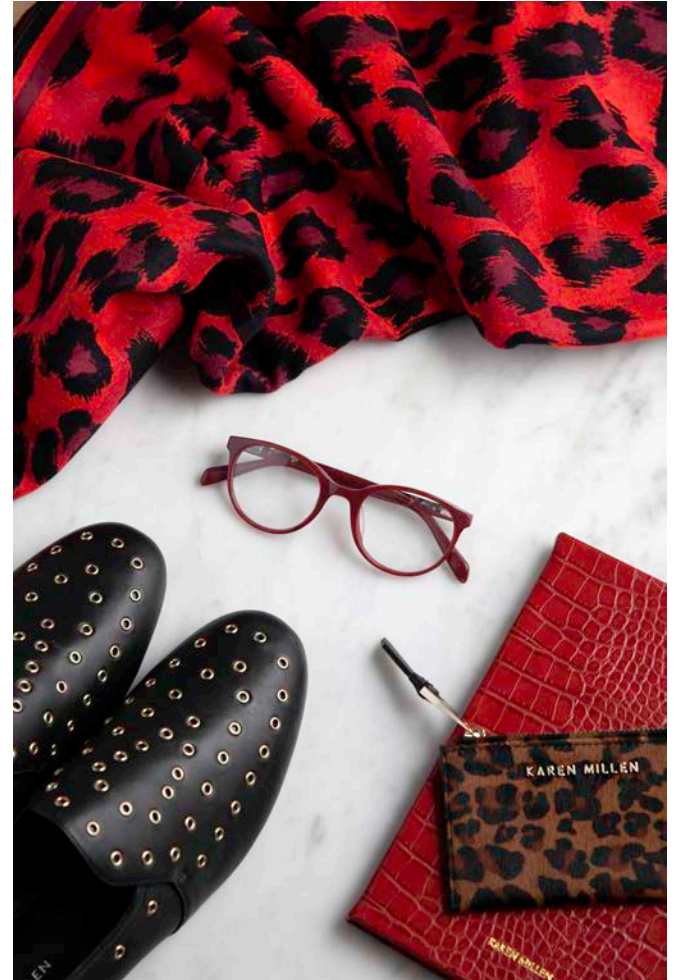
EYEWEAR



POS  
EYEWEAR



SS19 OPTICAL STILL LIFE  
EYEWEAR



# AUG 19 COLLECTION

EVERYDAY ELEVATED

For AW19 we look to provide 4 key shapes to the Karen Millen woman that elevate her everyday wardrobe.

Eyewear that compliments any outfit, any time of day.

We create pieces for ease, versatility and longevity staples that fit into and elevate her life.



KAREN MILLEN

# OPTICAL 19 COLLECTION OVERVIEW

EYEWEAR

AUG 19

4 Models    3 colours    12  
SKUS



KM1021  
(PDM013673)



KM3014  
(PDM013676)



KM3013  
(PDM013065)



KM1020  
(PDM013079)

ACETATE

METAL

COMBINATION

£32.95/€39/\$39.95

£39.95/€46/\$44.95

DESIGN SIGNATURES

Optical

ICONIC CHAIN DETAILING



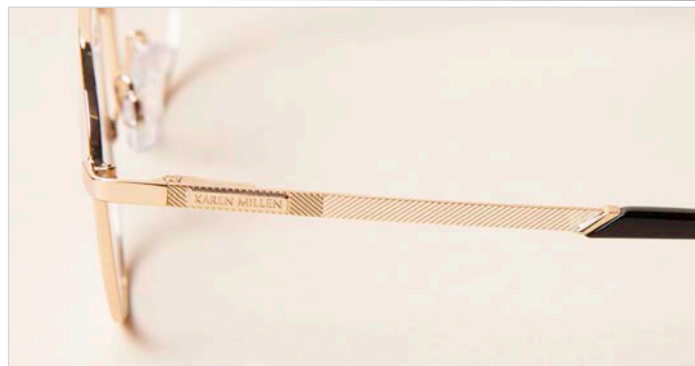
Chain detailing synonymous with brand and much loved feature of launch collection reinterpreted for 2019.

SIGNATURE CHEVRON



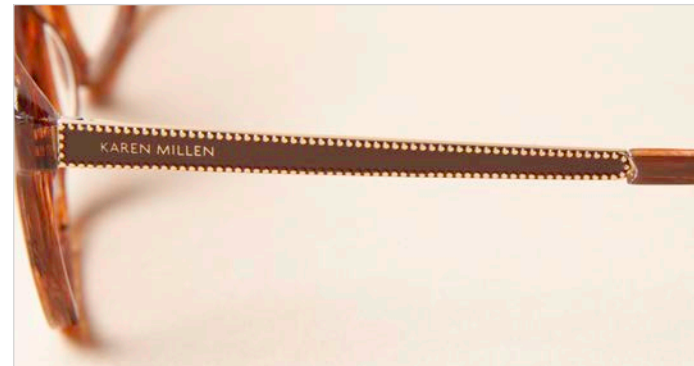
Signature chevron featured on end pieces and temples formed from the Karen Millen "K"

CONTRAST TEMPLES



Modern and feminine engraved metal temple with signature logo plaque.

ENAMEL INFILL



Temples tonally matched with enamel infill to acetate fronts.



OVERVIEW 4 MODELS 3 COLOURS 12 SKUS

KAREN MILLEN



KM1020 (PDM013079)



KM1021 (PDM013673)



KM3013 (PDM013065)



KM3014 (PDM013676)

AUG 19 OPTICAL  
CODE KM1020  
SIZE 52/17-140 B 39

KAREN MILLEN



208 Burgundy



001 Black



102 Brown

EVERYDAY ESSENTIALS

LOOK1

Oversized glamour on an oversized deep acetate front with signature chevron from the Karen Millen 'K'. Temples are tonally matched with enamel infill and gold beading and signature branding.

AUG 19 OPTICAL  
 CODE KM1020  
 SIZE 52/17-140 B 39

KAREN MILLEN



208 Burgundy

**FRAME DESCRIPTION**

Model No.	KM1020
Model Name	NA
PDM No.	PDM013079
Gender	Women's
Frame Description	Acetate optical frame full rim
Logo Style	Deep laser logo after enamel infill
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable core wire	Y
Hinge Type	Spring hinge

**DIMENSIONS**

Size	52/17-140
B Dimension	39
ED	TBC
Screw to Screw	129
Mid to Mid	136
Tip to Tip	104

**MATERIALS**

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Gloss Acetate
Temple Material & Finish	TBC

**MOQ**

100pcs per sku  
 300pcs per model

AUG 19 OPTICAL  
CODE KM1021  
SIZE 49/19-140 B 42

KAREN MILLEN



167 Brown



220 Burgundy



001 Black

AUG 19 OPTICAL  
CODE KM1021  
SIZE 49/19-140 B 42

KAREN MILLEN



167 Brown

#### FRAME DESCRIPTION

Model No.	KM1021
Model Name	NA
PDM No.	PDM013673
Gender	Women's
Frame Description	Acetate optical frame full rim
Logo Style	Sticker logo
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Acetate lamination
Adjustable core wire	Y
Hinge Type	Spring hinge

#### DIMENSIONS

Size.	49/19-140
B Dimension	42
ED	51.5
Screw to Screw	127
Mid to Mid	131
Tip to Tip	105

#### MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	Gloss acetate
Temple Material & Finish	TBC

#### MOQ

100pcs per sku  
600pcs per model

AUG 19 OPTICAL  
CODE KM3013  
SIZE 53/15-135 B 38

KAREN MILLEN



140 Brown



003 Black



702 Burgundy

AUG 19 OPTICAL

CODE KM3013

SIZE 53/15-135 B 38

KAREN MILLEN



140 Brown

#### FRAME DESCRIPTION

Model No.	KM3013
Model Name	NA
PDM No.	PDM013065
Gender	Women's
Frame Description	Stainless steel optical frame full rim
Logo Style	Deep laser logo before plating
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Push-in
Adjustable core wire	Y
Hinge Type	Spring hinge

#### DIMENSIONS

Size	53/15-135
B Dimension	38
ED	57.2
Screw to Screw	125
Mid to Mid	131
Tip to Tip	105

#### MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	TBC
Temple Material & Finish	TBC

#### MOQ

100pcs per sku  
600pcs per model

AUG 19 OPTICAL  
CODE KM3014  
SIZE 50/18-135 B 45

KAREN MILLEN



402 Gold



150 Brown



455 Rose Gold



# OPTICAL 2019 COLLECTION OVERVIEW

APPENDIX

JAN 19  
6 Models  
3-6 colours  
21 SKUS



KM1016  
(PDM01307)

KM1018  
(PDM013074)



KM1019  
(PDM013080)



KM1019  
(PDM01307)

KM3012  
(PDM013675)



KM3011  
(PDM013070)

APR 19  
3 Models  
4 colours  
12 SKUS



KM1017  
(PDM013073)



KM3009  
(PDM013071)



KM3010  
(PDM013702)

AUG 19  
4 Models  
3 colours  
12 SKUS



KM1020  
(PDM013079)



KM1021  
(PDM013673)



KM3014  
(PDM013676)



KM3013  
(PDM013065)

ACETATE

METAL

COMBINATION

AUG 19 OPTICAL  
CODE KM3014  
SIZE 50/18-135 B 45

KAREN MILLEN



402 Gold

#### FRAME DESCRIPTION

Model No.	KM3014
Model Name	NA
PDM No.	PDM013676
Gender	Women's
Frame Description	Stainless steel optical frame full rim
Logo Style	Deep laser logo before plating
RX-able	Y
TYPE of glazing	V-groove
Nose Pad Type	Push-in
Adjustable core wire	Y
Hinge Type	Spring hinge

#### DIMENSIONS

Size	50/18-135
B Dimension	45
ED	53.3
Screw to Screw	125
Mid to Mid	130
Tip to Tip	102

#### MATERIALS

Lens Type	Demo
Lens Material	AC
Lens Coatings	TBC
Lens Base	4
Front Material & Finish	TBC
Temple Material & Finish	TBC

#### MOQ

100pcs per sku  
600pcs per model

