



JOEL FRIEDERICH

MIDO

22/02/19

CONTENTS

BRAND

- KEY WORDS
- BRAND POSITIONING
- BRAND NEWS
- BRAND PRESENCE

MARKETING

- LATEST MARKETING CAMPAIGN

EYEWEAR

- EYEWEAR BRANDESSENCE
- EYEWEAR PR
- EYEWEAR MARKETING CAMPAIGN
- EYEWEAR POS

AUG 19 COLLECTION

- AUG 19 COLLECTION OVERVIEW
- AUG 19 INSPIRATION
- AUG 19 DESIGN SIGNATURES
- AUG 19 TECH PACK





BRAND

maje

BRAND

KEY WORDS



PARISIAN

FEMININE EXTROVERT

RETAIL EXPERIENCE

FASHION PRODUCT

GOOD PRICE

maje

BRAND

POSITIONNING

H&M

TOPSHOP

ZARA

NEW LOOK

COS

& other Stories

FAST FASHION

maje
PARIS

s a n d r o
PARIS

**CLAUDE
PIERLOT**

MARC JACOBS

SÉZANE

ZADIG & VOLTAIRE

The Kooples

A.P.C.

AFFORDABLE LUXURY


HERMÈS
PARIS




LOUIS VUITTON


CHANEL

LUXURY

maje

BRAND

BRAND NEWS

maje
PARIS

maje

BRAND

PRESENCE

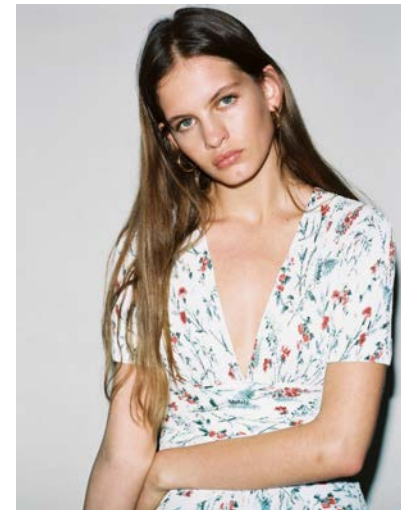
503 POS worldwide
45 countries

FRANCE 27% - 137 STORES
EUROPE 27% - 138 STORES
ASIA 23% - 115 STORES
AMERICA 14% - 68 STORES
ROW 6% - 31 STORES
AUSTRALIA 3% - 14 STORES





MARKETING



SPRING SUMMER 2019 LOOK BOOK



EYEWEAR

EYEWEAR BRAND ESSENCE

EYEWEAR COLLECTION

Indisputably Maje, the unique Spring/Summer 2019 collection of optical frames is for the girl who celebrates her femininity whilst daring to be different. Remixing the Maison's classics, the styles are discreetly signed off with brand signatures including the 'M' monogram on the temple tips and the subtle logo engraved on the metal nose bridges.



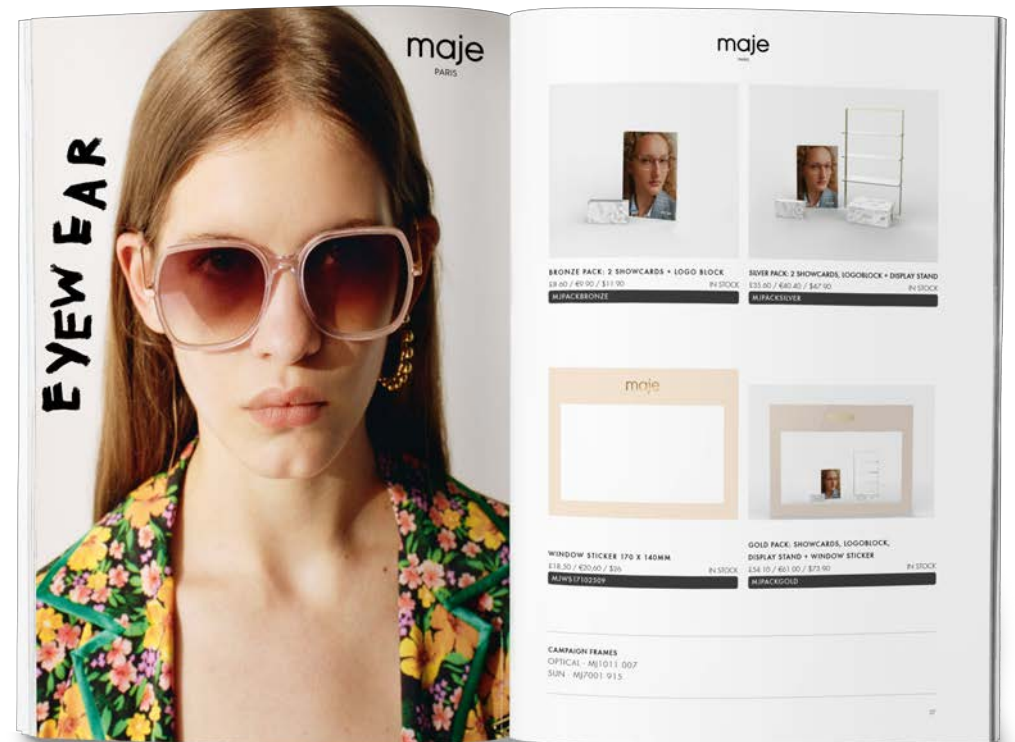
maje

EYEWEAR MARKETING

SS19 EYEWEAR CAMPAIGN
RIGHTS ALL 2019



maje





AUG19 COLLECTION

EYEWEAR

COLLECTION OVERVIEW AUG 1 9

MATERIAL

SKU

COMBINED



MJ1009



MJ1019



MJ1020



MJ1021

METAL



MJ3001



MJ3003



MJ3010



MJ3009

EYEWEAR

COLLECTION OVERVIEW AUG 1 9

PRICE

HIGH
89 €



MJ1020

MEDIUM
80 € - 85 €



MJ1009



MJ1019



MJ1021

LOW
75 €



MJ3001



MJ3003



MJ3010



MJ3009

DESIGN SIGNATURES

GOLD CHAMPAGNE



A new gold, very light and chic

ACETATE LAYERED WITH METAL



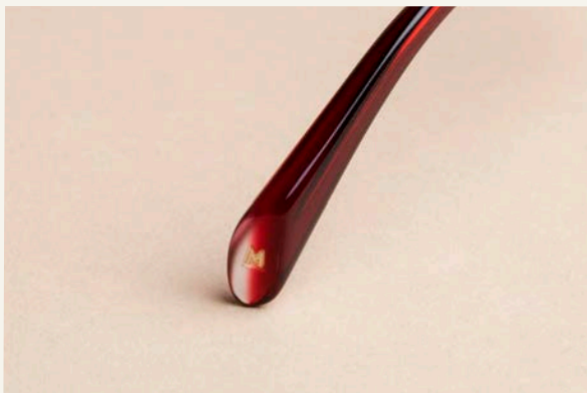
Crystal acetate layered with metal top bar

ACETATE INLAID WITH METAL



Weaved colour acetate inlaid with metal

MONOGRAM ACETATE



A monogram acetate with shadow

SUBLIMATION



Subtle sublimation on a thin metal rim

GRADIENT ACETATE



Gradient acetate on a crystal black colour

AUGUST OPTICAL 19 OVERVIEW 8 MODELS 1-4 COLOURS 22 SKUS

maje
PARIS



MJ1009 (PDM011781)



MJ1019 (PDM012991)



MJ1020 (PDM012994)



MJ1021 (PDM011779)



MJ3001 (PDM010717)



MJ3003 (PDM011776)



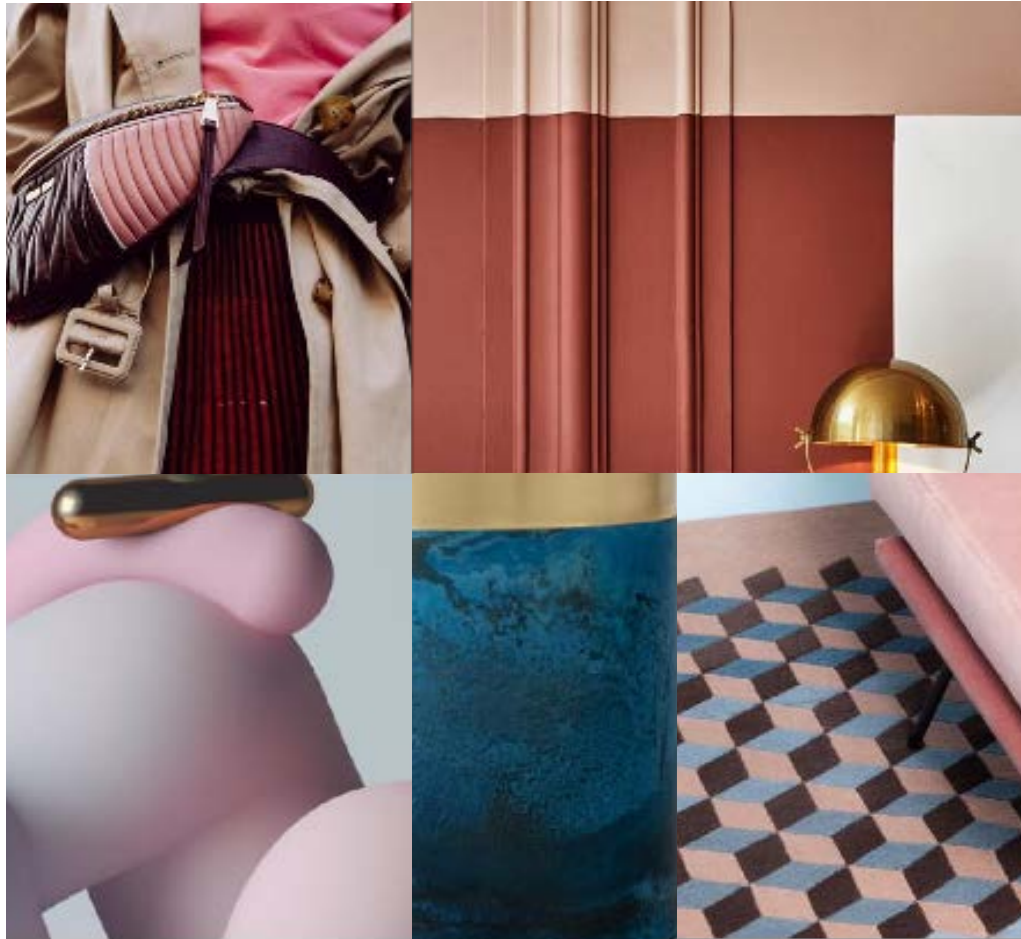
MJ3009 (PDM014504)



MJ3010 (PDM012978)

or

INSPIRATION



Contrasting materials are married in a beautiful unison to create frames with layers of detail to discover

Products within this story:

- Layer metal with acetate in new and unexpected ways
- Have a modern tonal colour palette
- Are available in dramatic and fashion forward shapes

CREATIVE CONSTRUCTION

AUG 19 OPTICAL

CODE MJ1009

SIZE 52/15-135 B 46

maje
PARIS

201 Havana

FRAME DESCRIPTION

Model No.	MJ1009
Model Name	N/A
PDM No.	PDM011781
Gender	Women
Frame Description	Plastic combination full rim
Colour Code	201
Colour Description	Need colour 201
Logo Style	Deep laser logo before plating
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	52/15-135
B Dimension	46
ED	55.7
Screw to Screw	123
Mid to Mid	127
Tip to Tip	98

MATERIALS

Lens Type	Demo
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4
Front Material & Finish	Acetate + Stainless steel
Temple Material & Finish	Nickel silver

MOQ300 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE MJ1009

SIZE 52/15-135 **B** 46

maje
PARIS



201 Havana

maje

AUG 19 OPTICAL

CODE MJ1019

SIZE 53/18-135 B 46

maje
PARIS



304 Crystal Coffee

FRAME DESCRIPTION

Model No.	MJ1019
Model Name	N/A
PDM No.	PDM012991
Gender	Women
Frame Description	Plastic combination full rim
Colour Code	304
Colour Description	Crystal Coffee
Logo Style	Sticker logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	53/18-135
B Dimension	46
ED	56.2
Screw to Screw	127
Mid to Mid	130
Tip to Tip	100

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4
Front Material & Finish	Acetate + nickel silver
Temple Material & Finish	nickel silver

MOQ

500 pcs per model; 100 pcs per color

AUG 19 OPTICAL

CODE MJ1019

SIZE 53/18-135 **B** 46

maje
PARIS



304 Crystal Coffee



006 Gloss Ivory Fade



104 Crystal Black



702 Milky Pink

CREATIVE CONSTRUCTION

AUG 19 OPTICAL

CODE MJ1020

SIZE 50/16-135 B 44.5

maje
PARIS

303 Crystal Pearl Brown

FRAME DESCRIPTION

Model No.	MJ1020
Model Name	N/A
PDM No.	PDM012994
Gender	Women
Frame Description	Plastic combination full rim
Colour Code	303
Colour Description	Crystal Pearl Brown
Logo Style	Sticker logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	50/16-135
B Dimension	44.5
ED	56.8
Screw to Screw	121
Mid to Mid	121
Tip to Tip	94

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4
Front Material & Finish	Acetate + nickel silver
Temple Material & Finish	nickel silver

MOQ500 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE MJ1020

SIZE 50/16-135 **B** 44.5

maje
PARIS



303 Crystal Pearl Brown



152 Black Weave



211 Black Havana



421 Crystal Teal

CREATIVE CONSTRUCTION

AUG 19 OPTICAL

CODE MJ1021

SIZE 53/16-140 B 44.9

maje
PARIS

007 Pink

FRAME DESCRIPTION

Model No.	MJ1021
Model Name	N/A
PDM No.	PDM011779
Gender	Women
Frame Description	Plastic combination full rim
Colour Code	007
Colour Description	Pink
Logo Style	Sticker logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Laminated
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	53/16-140
B Dimension	44.9
ED	58.5
Screw to Screw	123
Mid to Mid	132
Tip to Tip	101

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4
Front Material & Finish	Acetate + stainless steel
Temple Material & Finish	Acetate

MOQ300 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE MJ1021

SIZE 53/16-140 B 44.9

maje
PARIS



007 Pink



005 Crystal Burgundy



104 Crystal Black



202 Snappy Tort

CREATIVE CONSTRUCTION

INSPIRATION

Delicate brushstroke of calligraphy are immortalised in frames with fine features and detailing.

Products within this story:

- Are unashamedly feminine
- Are lightweight and elegant
- Have acetate end tips to add drama and interest



METAL CALLIGRAPHY

AUG 19 OPTICAL

CODE MJ3001

SIZE 48/17-140 **B** 44.1

maje
PARIS



910 Champagne

METAL CALLIGRAPHY

AUG 19 OPTICAL

CODE MJ3001

SIZE 48/17-140 B 44.1

maje
PARIS



910 Champagne

FRAME DESCRIPTION

Model No.	MJ3001
Model Name	N/A
PDM No.	PDM010717
Gender	Women
Frame Description	Metal full rim
Colour Code	910
Colour Description	Need champagne gold colour
Logo Style	Engraved logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Click in
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	48/17-140
B Dimension	44.1
ED	50.4
Screw to Screw	122
Mid to Mid	131
Tip to Tip	100

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4.5
Front Material & Finish	Stainless steel
Temple Material & Finish	Stainless steel

MOQ

300 pcs per model; 100 pcs per color

METAL CALLIGRAPHY

AUG 19 OPTICAL

CODE MJ3003

SIZE 52/15-135 **B** 41

maje
PARIS



910 Champagne

METAL CALLIGRAPHY

AUG 19 OPTICAL

CODE MJ3003

SIZE 52/15-135 B 41

maje
PARIS

910 Champagne

FRAME DESCRIPTION

Model No.	MJ3003
Model Name	N/A
PDM No.	PDM011776
Gender	Women
Frame Description	Metal full rim
Colour Code	910
Colour Description	Need champagne Gold colour
Logo Style	Sticker logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Click in
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	52/15-135
B Dimension	41
ED	59.2
Screw to Screw	127
Mid to Mid	133
Tip to Tip	105

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 2
Front Material & Finish	Stainless steel
Temple Material & Finish	Stainless steel

MOQ300 pcs per model; 100
pcs per color**METAL CALLIGRAPHY**

AUG 19 OPTICAL

CODE MJ3009

SIZE 50/17-140 B 46.1

maje
PARIS

911 Colour 911 of MJ3001 size 48

FRAME DESCRIPTION

Model No.	MJ3009
Model Name	N/A
PDM No.	PDM014504
Gender	Women
Frame Description	Metal full rim
Colour Code	911
Colour Description	Colour 911 of MJ3001 size 48
Logo Style	Engraved logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Click in
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	50/17-140
B Dimension	46.1
ED	52.4
Screw to Screw	126.1
Mid to Mid	133.5
Tip to Tip	104.2

MATERIALS

Lens Type	Demo Lens
Lens Material	TBC
Lens Coatings	TBC
Lens Base	Base 4.5
Front Material & Finish	Stainless steel
Temple Material & Finish	Stainless steel

MOQ300 pcs per model; 100
pcs per color

AUG 19 OPTICAL

CODE MJ3009

SIZE 50/17-140 **B** 46.1

maje
PARIS



911 Colour 911 of MJ3001 size 48



910 Same champagne colour as MJ3001 Size 48



914 Colour 914 of MJ3001 size 48

METAL CALLIGRAPHY

AUG 19 OPTICAL

CODE MJ3010

SIZE 53/16-135 B 39

maje
PARIS



880 Argent

FRAME DESCRIPTION

Model No.	MJ3010
Model Name	N/A
PDM No.	PDM012978
Gender	Women
Frame Description	Metal full rim
Colour Code	880
Colour Description	Argent
Logo Style	Sticker logo
Rx-Able	TBC
Type of Glazing	V groove
Nose Pad Type	Click-in
Adjustable Core Wire	Yes
Hinge Type	Regular

DIMENSIONS

Size.	53/16-135
B Dimension	39
ED	59.4
Screw to Screw	125.5
Mid to Mid	128.9
Tip to Tip	97.8

MATERIALS

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

MOQ

300 pcs per model; 100 pcs per color

AUG 19 OPTICAL

CODE MJ3010

SIZE 53/16-135 **B** 39

maje
PARIS



880 Argent



904 S. Rose Gold



906 S. Copper Gold



907 M. Copper Gold

METAL CALLIGRAPHY

THANK YOU

