

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



Ted Baker London

Leading UK designer brand
\$1.6bn global brand retail sales

Three main distribution channels:

- Retail 73%
- Wholesale 24%
- Licensing 3%

Gender:

- Womenswear 57%
- Menswear 43%



TED BAKER
LONDON

No Ordinary Designer Label

Quintessentially British brand

Quirky yet commercial fashion offering

High quality design detailing

Contemporary approach to Marketing & PR

TED BAKER
LONDON

Product 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



Spring/Summer 2019
Campaign

TED BAKER
LONDON

Under The Spell

This season Ted has stitched a touch of mystic charm throughout his womenswear collection, blending inspiration from enchanting blooms and entrancing shapes.



TED BAKER
LONDON



TED BAKER
LONDON



Growing
Boldly

Ted's appetite for adventure sees him take flight this season and explore the world. His collection blends the culture of learning and unforgettable experiences from his global voyages.

TED BAKER
LONDON



A photograph of a white wooden crib on a white sheet with a pile of potatoes, overlaid with the text "Brand News" in a white script font. The scene is lit with a warm, orange glow. The text is written in a white, cursive script font and is underlined with a white diagonal line.

Brand News

TED BAKER
LONDON

No Ordinary, Advertising

It's taken 30 years for Ted to take advertising seriously.

To mark this milestone birthday, Ted's campaign appears through his very British lens, zipping around London on the side of buses. You'll also be able to spot it on London taxis, in magazines and across social media.

We asked Ted
to take advertising seriously.

TED BAKER
LONDON



Logo By *Ted Baker*

Make your mark with Ted's new Logo by Ted Baker collection.

Created for Ted's biggest fans, it includes crisp contemporary crewnecks that can be styled your way to enable you to express your personality.



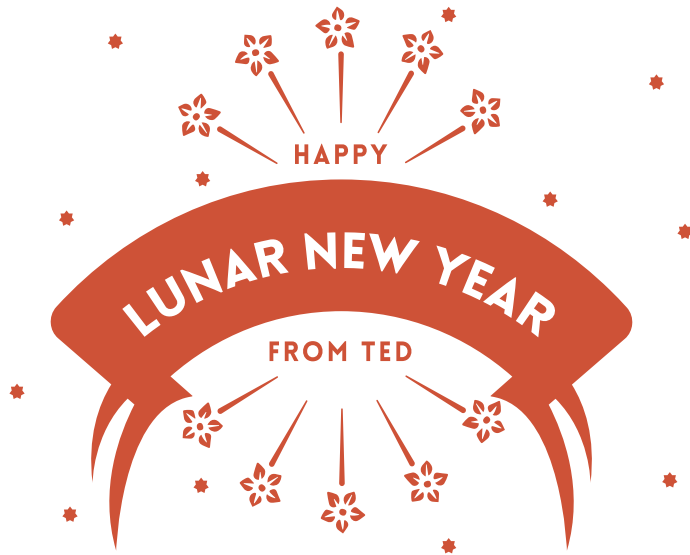
Ted Baker x *L'Officiel Hommes*

OCTOBER 2018

Ted went dutch with his friends at L'Officiel Hommes NL to celebrate his latest menswear collection.

With gin tasting, style talks and a live DJ, it was the talk of the town. The in-store event was supported by a national magazine campaign for the Netherlands and France.





16th January-22nd February 2019

Window installation and digital assets to feature in China and Hong Kong stores

Red pocket giveaway with every purchase

Ted cup and saucer set giveaway with purchases over HK\$2500



🎬 New Stores 🎬

KOSOVO, November 2018

Lights, Camera, Kosovo!
Step inside Ted's newest store in Albi Mall,
Kosovo, to go back in time to the golden age
of cinema.

A jetsetter himself, Ted is always looking to
share his style and British quirkiness with new
markets around the world.



New Stores

NEW DELHI, January 2019

Ted opened his third store in India within the popular Ambience shopping mall in Gurgaon.

This store takes inspiration from the hectic roads of both New Delhi and London, blending the pandemonium and chaos of these crazy busy, traffic-jammed streets.



New Stores

MALTA, February 2019

Ted has opened his very first store in Malta at The Point Shopping Mall.

Taking inspiration from Malta's position as a popular filming location Ted packed up his vintage cameras and set sail.



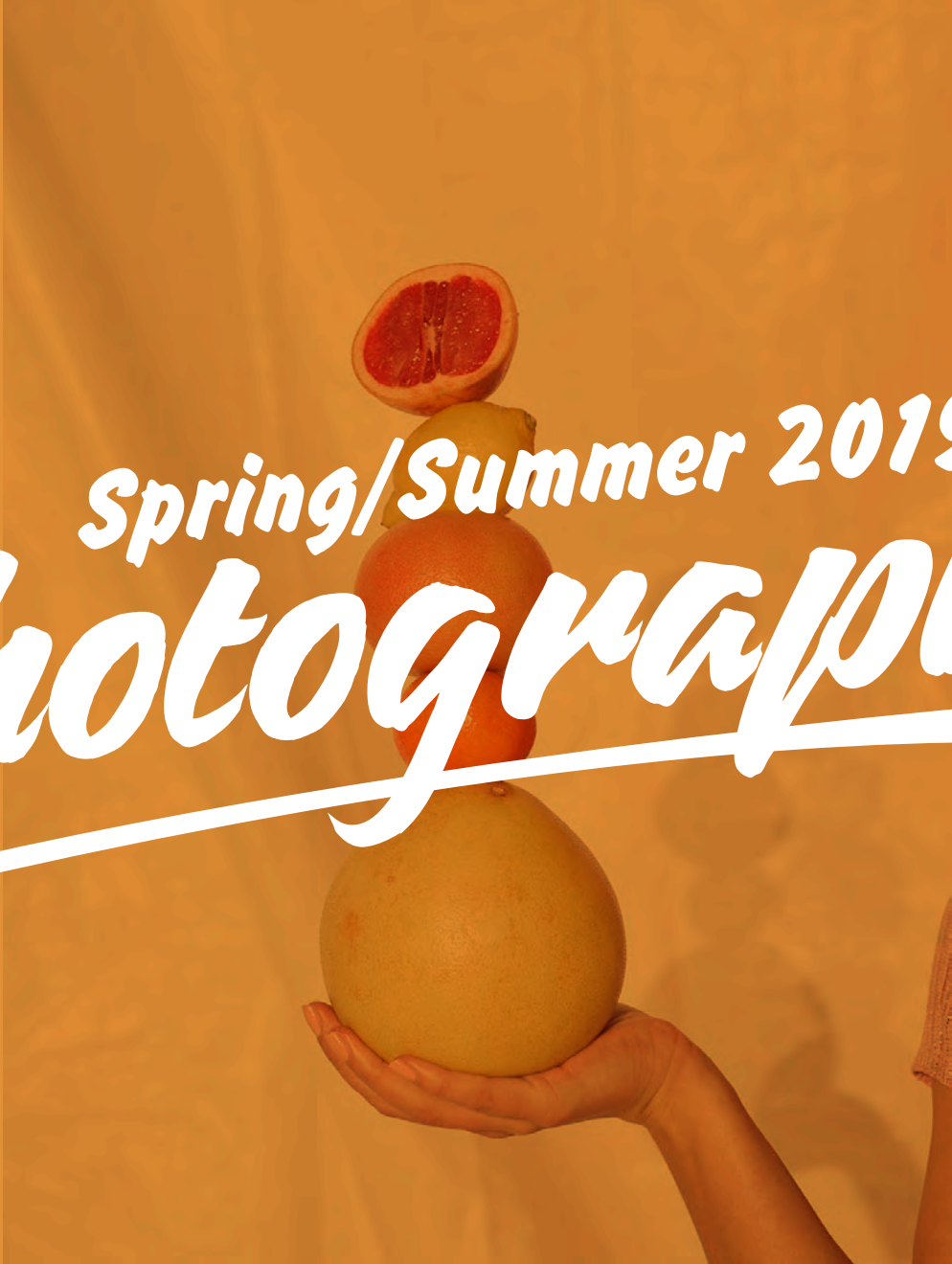
🌴 New Stores 🌴

TENERIFE, March 2019

Welcome to Club Tedicana - Ted's first store in Tenerife.

Look around and you'll see neon hues, bold graphics, block colours and tiling - all inspired by Tropicana flare, cocktails and signature sunsets.





Spring/Summer 2019
Photography

Vitamin
See



TED BAKER
LONDON



*Ted's Fresh
Produce is calling*

TED BAKER
LONDON



*Ted's Fresh
Produce is calling*

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*Ted's Fresh
Produce is calling*



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LONDON



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LONDON



TED BAKER
LONDON







T E D B A K E R

L O N D O N

KEIRA SIGHT-LY
SPEC-FAST
AT TED'S

NO ORDINARY DESIGNER LABEL PRESENTS
AN ORIGINAL TED BAKER PRODUCTION DIRECTED BY JONNY DAVIES COSTUME DESIGN BY AUDREY STITCH
MUSIC BY SEE-LO GREEN PRODUCED BY TED BAKER

★★★★★

"THERE WON'T BE A
DRY EYE IN THE HOUSE"

IRIS ELBA

TED BAKER
LONDON

IRIS ELBA

A VIEW TO A THRILL

NO ORDINARY DESIGNER LABEL PRESENTS
AN ORIGINAL TED BAKER PRODUCTION DIRECTED BY JONNY DAVIES COSTUME DESIGN BY AUDREY STITCH
MUSIC BY SEE-LO GREEN PRODUCED BY TED BAKER

★★★★★

“FEAST YOUR EYES ON THIS BRITISH CLASSIC”
THE SPEC-TATOR

Model: Fraser TB1549 001 © 2019 Ted Baker. All rights reserved. Image expires 31/12/19



TED BAKER

LONDON



MILEY IRIS

JAY SEE

SPEC-TACULAR DUO

NO ORDINARY DESIGNER LABEL PRESENTS
AN ORIGINAL TED BAKER PRODUCTION DIRECTED BY JONNY DAVIES COSTUME DESIGN BY AUDREY STITCH
MUSIC BY SEE-LO GREEN PRODUCED BY TED BAKER

★★★★★

“YOU WON’T BELIEVE YOUR EYES”

THE SPEC-TATOR

TED BAKER
LONDON

Exceptional Spectacles

Ted's eye for detail remains as true to his roots as ever in his coveted optical collection.

Quirky distinctive styling meets handcrafted quality, for an ocular spectacular that mixes and matches bold colours and patterns to create unparalleled, individual eyewear.



TED BAKER
LONDON

Behind The Scenes

From the very first flash of inspiration right through to the specs-tacular finished product, Ted's eyewear collection is carefully curated with exceptional attention to detail every step of the way.



“Show & Tell”

We get to preview his freshly squeezed signature prints, and hand-pick his famous florals and geos to line the temples of our frames



“Show & Tell”

DETAILS & TRIMS

It wouldn't be Ted Baker without the details, be it bows, hidden messages or intricate metalwork.

Working closely with Ted, the design team create trims for the season, which are often repeated on the jewellery and bags.



"Fresh" Produce

AUGUST OPTICAL 2019



TED BAKER
LONDON

Collection Architecture



ASPRIATIONAL

Leading edge commercial concepts incorporating iconic Ted details

Cutting edge materials and techniques
Detailed trims & metalwork

Wholesale
£55



THE ESSENTIALS

Commercial, easy to wear designs

Signature prints
Colour
Visible Ted Baker logo

Wholesale
£52



Optical,
Women's

August 19
Optical

Women's 8 Models, 3-4 Colours, 31 skus



TB2255 AURE (PDM011166)



TB9183 ARI (PDM011175)



TB2256 NEEMA (PDM012866)



TB9184 RAYNA (PDM012867)



TB2257 HALLIE (PDM012874)



TB9185 ADELIS (PDM014275)



TB9186 CHRISTA (PDM014278)



TB9187 KELDA (PDM014281)



Take A Bow

Frames are adorned with Ted's new season bow in contrasting finishes





Hidden Treasures

Discover Ted's Swarovski crystal
gems hidden in temple trims



Layer Cake

Add a little something extra to your
look with Ted's layered lamination





It's In The Weave

Dress to impress with woven effect
metal temples



Pretty
In Print

Design Signatures

TAKE A BOW



Frames are adorned with Ted's new season bow in contrasting finishes

HIDDEN TREASURE



Ted's Swarovski crystal gems are hidden in temple trims

LAYER CAKE



Add a little something extra to your look with Ted's layered lamination

LITTLE T



Ted's petite sizing options ensures that everyone is catered for

IN THE WEAVE



Dress to impress with woven effect metal temples

THE SMALL PRINT



Come into bloom with Ted's latest prints cascading across temples

Layer
Cake



Women: Layer Cake

KELDA TB9187
PDM014281

SIZE 54/13-140 B 38

Handmade acetate frame with
delicate lamination

Ted's Swarovski crystal gems
are hidden in temple trims



179 Tortoise



249 Burgundy



296 Pink



611 Blue

Women: Layer Cake

ARI TB9183
PDM011175

SIZE 54/14-140 B 39

Make a statement with Ted's
cat eye frame.

Metalwork inset into the
topbrow adds another layer
to your look



253 Tort. Pink



145 Tortoise



205 Burgundy



608 Navy



Pretty
Ice Print

Women: Pretty In Print

ADELIS TB9185
PDM014275

SIZE 54/13-140 B 38

Come into bloom with Ted's latest prints cascading across inside temples

Easy on the eye, this classic frame is handcrafted in acetate with NEW stylish metal plaque temple branding



986 Grey



001 Black



145 Tortoise



281 Pink

Women: Pretty In Print

CHRISTA TB9186
PDM014278

SIZE 51/14-140 B 33

PETITE FIT

The best things come in small packages with these petite fit frames

Contrasting front and temples are finished with beautiful prints lining outside temples



266 Red



001 Black



145 Tortoise



986 Grey

AMENDS: Print to be on outside temple

Women: Pretty In Print

HALLIE TB2257
PDM012867

SIZE 50/15-135 B 34

PETITE FIT

Come into bloom with Ted's latest prints cascading across inner temples

Two-tone stainless steel finish front are combined with acetate temples



244 Burgundy



001 Black



196 Brown



680 Navy

Precious
Metals



Women: Precious Metals

AURE TB2255
PDM011166

SIZE 54/14-135 B 43

Delicate laser engraved temple patterns will elevate your look

Whilst two-tone stainless steel fronts with matte painted topbrows add the final flourish



244 Burgundy



101 Black



682 Navy



905 Warm Grey

Women: Precious Metals

NEEMA TB2256
PDM012866

SIZE 53/18-135 B 43

Lightweight, modern square
eyeshape

Two-tone stainless steel finish

Ted's iconic bows adorn temples
in contrasting two-tone finishes



934 Grey



001 Black



689 Navy



742 Purple



The Classics

Women: The Classics

RAYNA TB9184
PDM012874

SIZE 53/16-140 B 43

Dress to impress with woven
chain effect metal temples

Ultra thin horn effect acetate
combine with delicate pastels in
two tone acetate lamination



250 Pink Horn



219 Tort./ Pink



952 Grey Horn

*Optical
Men's*



August 19
Optical

Men's 8 Models, 3-4 Colours, 31 skus



TB8216 ROLLINS (PDM011182)



TB4294 POWELL (PDM011194)



TB4292 OLSEN (PDM012878)



TB4293 SHARPE (PDM012879)



TB8217 BOONE (PDM012885)



TB8218 SILAS (PDM012887)



TB8219 ARCHER (PDM012887)



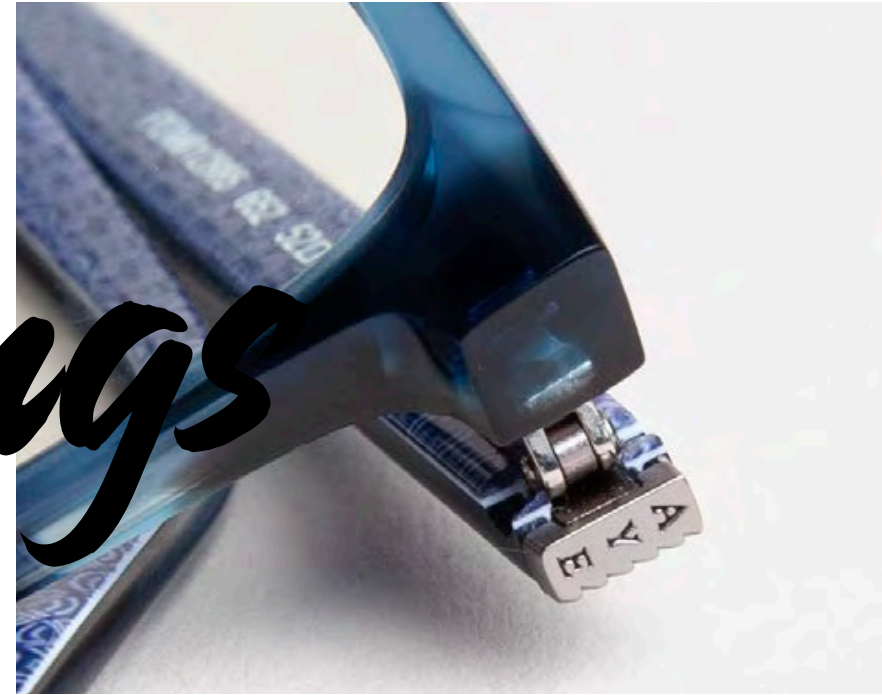
'T' Time

Ted's making his mark with this 'T'
wrapped end piece branding





All the
Trimminings



Hidden temple trims take a new direction with textured knurling



Colour **Block**

Colour-blocked frames in classic tones will double your impact



Lasting **Impression**

Ted's famous geometric patterns
are pressed into metal temples



“Fresh”
Prints

Design Signatures

'T' TIME



Ted's making his mark with this 'T' wrapped end piece branding

ALL THE TRIMMINGS



Hidden temple trims take a new direction with textured knurling

COLOUR BLOCK



Colour-blocked frames in classic tones will double your impact

LITTLE T



Metal knurling details add texture to temples and rims

LASTING IMPRESSION



Ted's famous geometric patterns are pressed into metal temples

FRESH PRINTS



Temples are lined with Ted's new season signature prints



The Classics



Men: The Classics

ARCHER TB8219
PDM012888

SIZE 52/16-145 B 42

Make a statement with these
colour block essentials

And leave a lasting impression
with geometric patterns pressed
into outer temples



102 Brown Horn



353 Black Horn



351 Cognac Horn



903 Dk. Grey Horn

Men: The Classics

ROLLINS TB8216
PDM011182

SIZE 53/15-145 B 42

A modern, deep square frame
handcrafted in acetate

Sandblasted matte finished
fronts are combined with metal
temples complete with tonal
colour pop infills



229 Burgundy



145 Tortoise



672 Navy

Men: The Classics

SILAS TB8218
PDM012887

SIZE 52/15-145 B 38

A classic rectangle crafted from laminated acetates featuring solid front colours matched with tonal tortoiseshells

Subtle knurled temple trims add texture for that finishing touch



158 Brown/ Tort.



259 Red/ Tort.



560 Racing Green



661 Navy/ Tort.



“Fresh”
Prints

Men: Fresh Prints

BOONE TB8217
PDM012885

SIZE 52/15-145 B 38

A classic eyeshape handcrafted
in acetate

Temples are lined with Ted's new
season signature prints

Hidden temple trims take a new
direction with textured knurling



652 Blue Horn



025 Black/ Cognac



106 Tortoise



259 Red/ Tort.

Men: Fresh Prints

OLSEN TB4292
PDM012878

SIZE 56/16-140 B 38

Constructed in flat sheet
stainless steel featuring two
tone painted finishes

Temples are lined with Ted's
new season signature prints



986 Grey



001 Black



134 Brown



639 Navy

Modern
Metals



Men: Modern Metals

SHARPE TB4293
PDM012879

SIZE 55/17-140 B 43

Ted's making his mark with this new 'T' wrapped end piece branding

These two tone metal frames are complimented with laminated acetate temples



658 Racing Green



001 Black



639 Navy

Men: Modern Metals

POWELL TB4294
PDM011194

SIZE 54/16-135 B 42

A deep, square eyeshape
crafted in two tone stainless
steel

Metal knurling details add
texture to temples



009 Black/ Dk. Gun



003 Black/ Copper



503 Navy

