

yves  cogan[®]

Products Metamorphosis
Mido 2018



story of...

metamorphosis



Why ?

Thanks to the heritage of Yves Cogan's work



We are Creative, Imaginative, and proud to be French







f ind the right place

We are on the «French Créateurs» market

We share the same values as these brands & our aim is to become the most important of them.
Optician Price: € 200 - 350



FACE A FACE
PARIS



Anne Valentin
EST. 1977



J.F.
REY



alain
mikli



yves Cogan Segmentation

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COGAN®
FRANCE

Man / Woman

«Createur» style definitively stated
+ 40 years old

Man / Woman

Trendy with strong personality
+ 30 years old

Woman / Brand Inspirations



m an / Brand Inspirations



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Woman + 40 years old



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Man + 40 years old



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t he Story



5 years of his travel diary



Silmo 2018 / Optical collection



Woman Theme: **Greece**



Man Theme: **Canada**

Silmo 2018 / Sunglasses Limited Edition



Woman Theme: **India**



Man Theme: **Japan**

Optical Collection

Y₀₁



Woman Theme:
Greece



Man Theme:
Canada

2018

Y₀₂



Woman Theme:
India



Man Theme:
Japan

2019

Y₀₃



Woman Theme:
Brazil



Man Theme:
California

2020

Y₀₄



Woman Theme:
Egypt



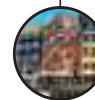
Man Theme:
Polynesia

2021

Y₀₅

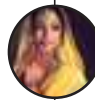


Woman Theme:
New York



Man Theme:
Scandinavia

2022



Woman Theme:
India



Man Theme:
Japan

Y₀₁



Woman Theme:
Brazil



Man Theme:
California

Y₀₂



Woman Theme:
Egypt



Man Theme:
Polynesia

Y₀₃



Woman Theme:
New York



Man Theme:
Scandinavia

Y₀₄



Woman Theme:
French Riviera



Man Theme:
Australia

Y₀₅

Sunglasses Limited Edition



Key Words

“ The form follows the function ”

Louis Henry Sullivan (September 3, 1856 – April 14, 1924)

He was an American architect, and has been called the «father of skyscrapers» and «father of modernism».

Form follows function is a principle associated with modernist architecture and industrial design in the 20th century. The principle is that the shape of a building or object should be primarily based upon its intended function or purpose.

Subtlety & Sophistication

Rafined Details - No Unnecessary Elements

Woman End Tips



m an End Tips





Silmo 2018 / Optical Collection

Woman Theme / Greece



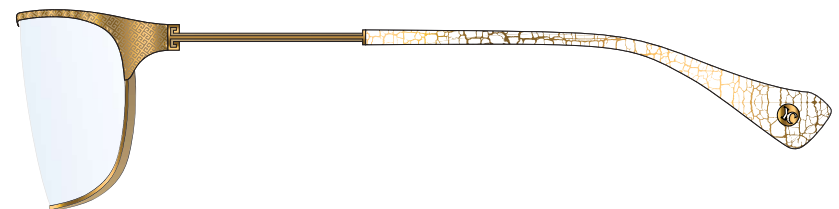
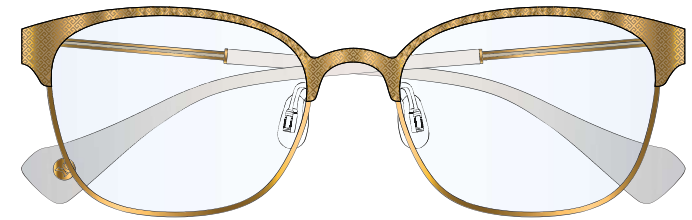
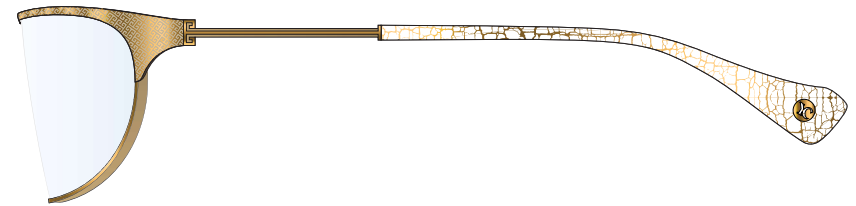
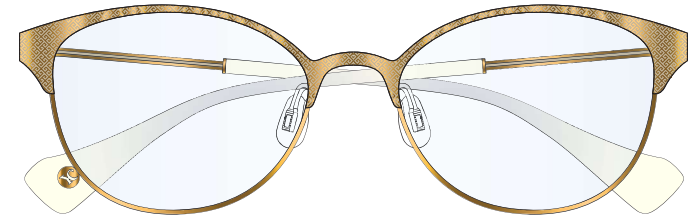
Woman Theme / Greece

Optical Theme: **Olympe Model**



Woman Theme / Greece

Optical Theme: **Athena Model**



Woman Theme / Greece

Optical Theme: **Déesse Model**

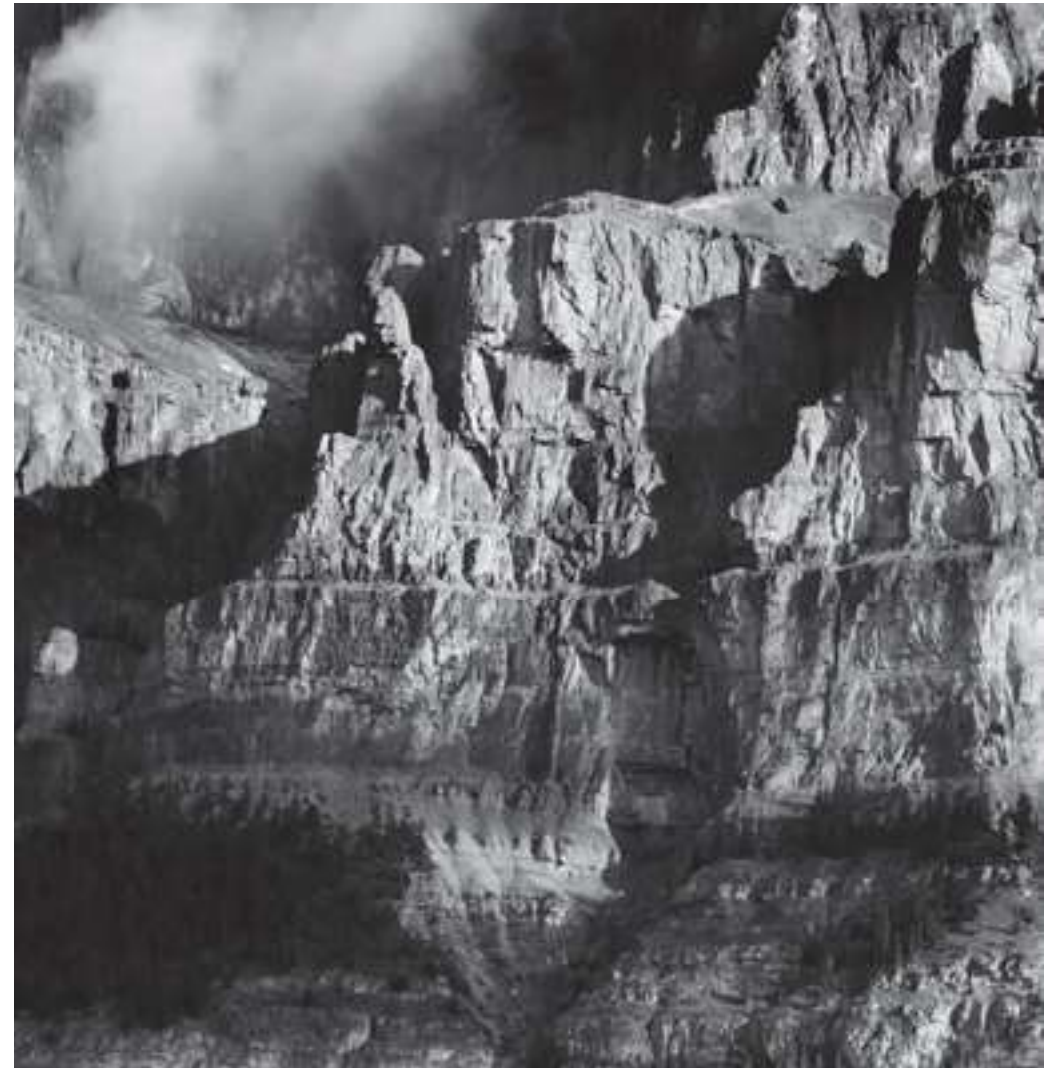


m an Theme / Canada



m an Theme / Canada

Optical Theme: **Altitude Model**



m an Theme / Canada

Optical Theme: **Altitude**



m an Theme / Canada

Optical Theme: **Nature Model**



m an Theme / Canada

Optical Theme: **Nature Model**



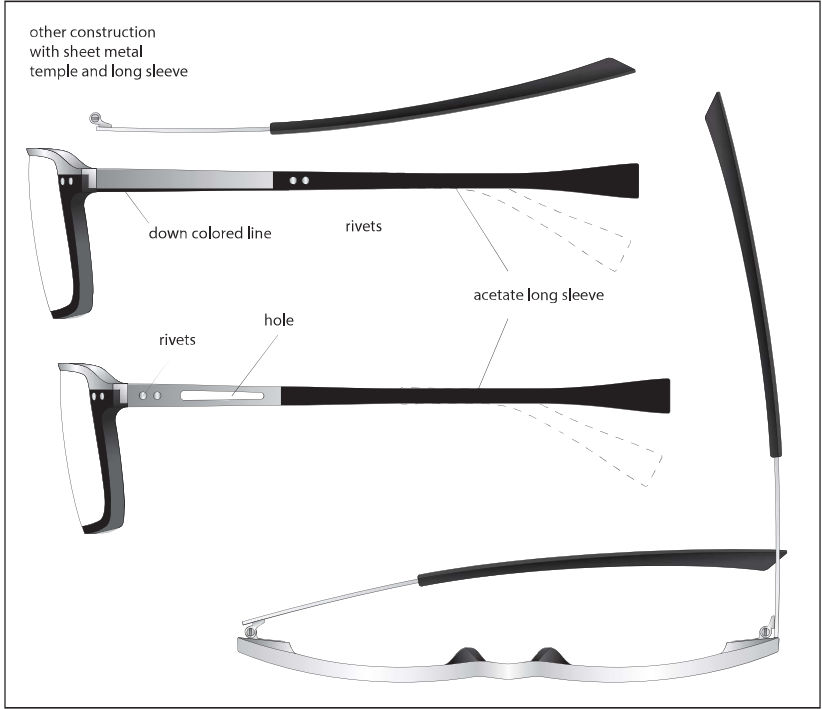
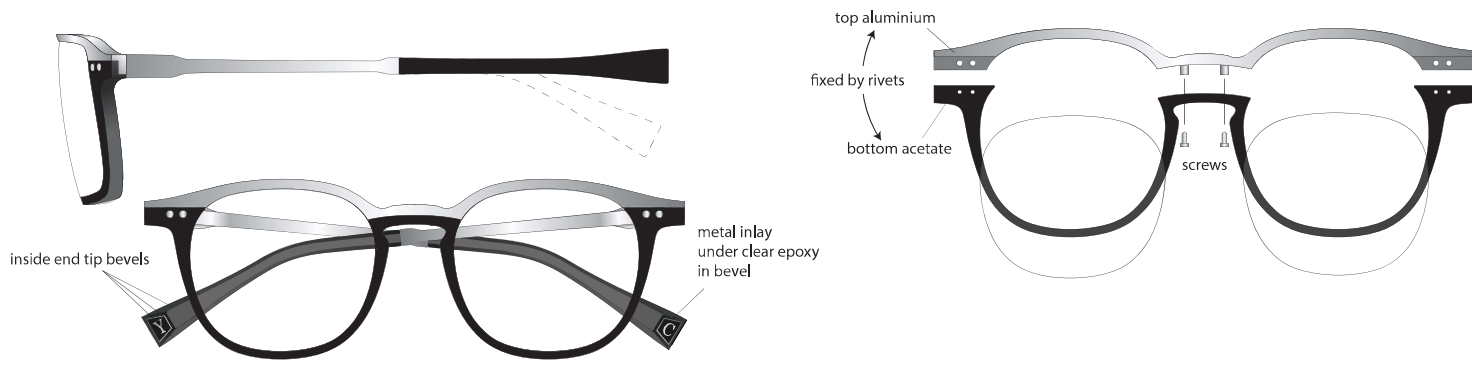
m an Theme / Canada

Optical Theme: **Aircraft Model**



m an Theme / Canada

Optical Theme: **Aircraft Model**





Silmo 2018 / Sunglasses Limited Edition

W oman Theme / India



Woman Theme / India

Sunglasses Limited Edition: **Holi Model**



Woman Theme / India

Sunglasses Limited Edition: **Holi Model**



Woman Theme / India

Sunglasses Limited Edition: **Holi Model**

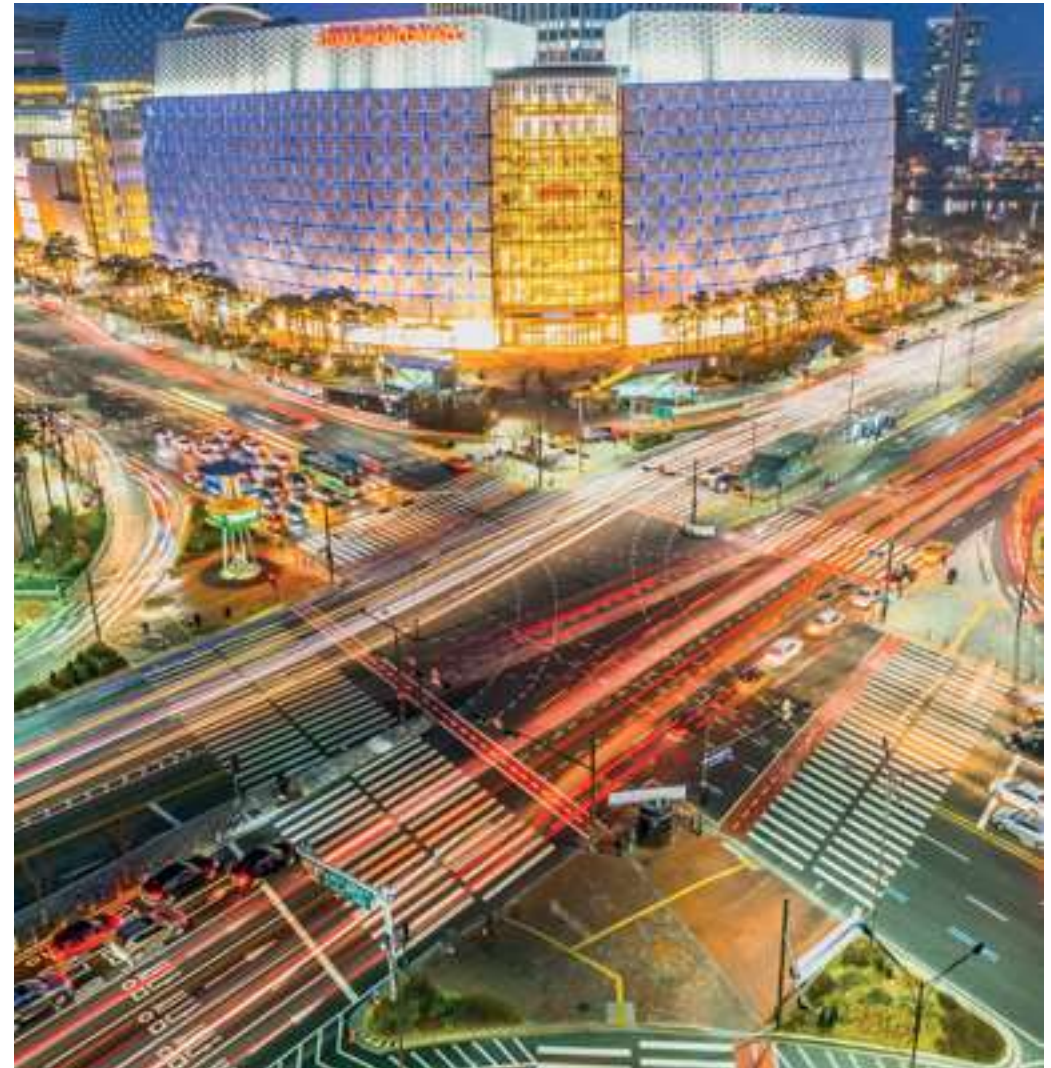




m an Theme / Japan

m an Theme / Japan

Sunglasses Limited Edition: **Kanji Model**



man Theme / Japan
Sunglasses Limited Edition: **Kanji Model**



man Theme / Japan
Sunglasses Limited Edition: **Kanji Model**



2019 / Optical Collection

W oman Theme / India



Woman Theme / India

Optical Theme: **Holi Model**

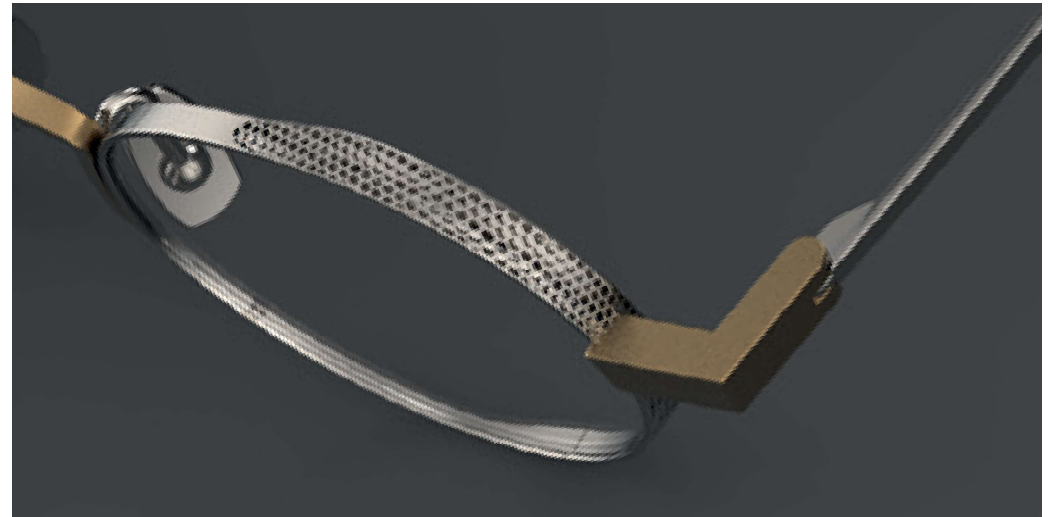




m an Theme / Japan

m an Theme / Japan

Optical Theme: **Kanji Model**



yves Cogan 's World Tour



So, see you at next destination !