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PARIS



JOËL FRIEDERICH

MIDO

22.02.19

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## CONTENTS

### BRAND

- Brand Essence
- Brand Positioning
- Key Products
- Brand Presence
- Brand News

### MARKETING

- Latest marketing campaign

### EYEWEAR

- Eyewear Brand Essence
- Press Coverage
- Eyewear Marketing Campaign
- Eyewear POS

### AUG19 COLLECTION

- Collection Overview
- Inspiration
- Design Signatures
- Tech Pack





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BRAND

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## PARTNER ESSENCE

Known for its clean lines and sophisticated aesthetic, Sandro is a leading accessible luxury Parisian brand featuring refined and versatile men's and women's collections.

“L’élégance de  
la discrétion”



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BRAND

BRAND  
POSITIONING

**H&M**

TOPSHOP

**ZARA**

NEW LOOK

**COS**

*& other stories*

FAST FASHION

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CLAUDE  
PIERLOT

MARC JACOBS

SÉZANE

ZADIG & VOLTAIRE

**The Kooples**

**A.P.C.**

AFFORDABLE LUXURY

  
HERMÈS  
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LOUIS VUITTON

  
CHANEL

LUXURY

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PRODUCTS



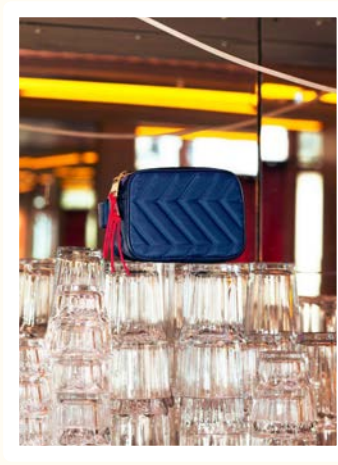
READY TO WEAR



TRAINERS



SHOES



BAGS & ACCESSORIES

WOMEN



READY TO WEAR



TRAINERS



ACCESSORIES

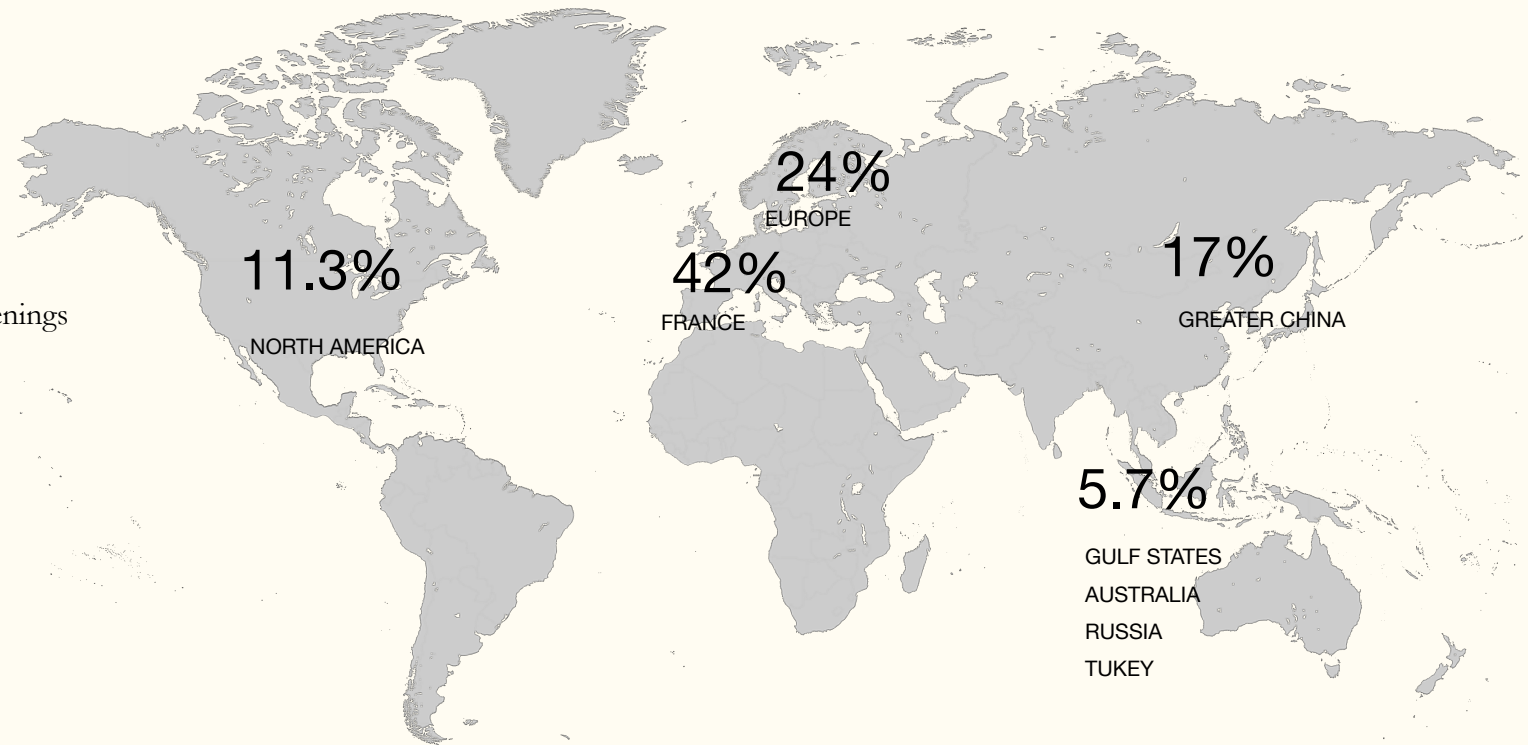
MEN



## WORLDWIDE DISTRIBUTION

Brand presence in 37 countries - 45 openings  
in Asia in 2017.

More than 593 points of sale.



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BRAND

## BRAND NEWS

Hello Hong Kong!!!  
Sandro new store opening end of January on  
Kingston Street in HK





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MARKETING

SS19 CAMPAIGN

MARKETING



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SS19 CAMPAIGN

MARKETING





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EYEWEAR

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## EYEWEAR BRAND ESSENCE

Designed to be worn with attitude, Sandro's eyewear collection for both men and women is contemporary and versatile.

For fail safe sartorial success, these frames have been designed to add a light-heartedness, and an air of individuality as the finishing touch to any look.

As the Sandro man and woman attest, a few choice accessories bring a look together, and these styles are the perfect finishing touch.



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EYEWEAR

PRESS COVERAGE



SPECTR  
INTERNATIONAL EYEWEAR FASHION MAGAZINE



MADAME  
MADAME PARIS



freundin



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EYEWEAR

## SS19 CAMPAIGN WOMEN'S SUN

Designed to be worn with attitude, Sandro's new sunglass collection for both men and women is contemporary and versatile. For fail safe sartorial success, these frames have been designed to add a light-heartedness, and an air of individuality as the finishing touch to any look.

REBECCA LEIGH

SPRING/SUMMER 19  
SANDRO-PARIS.COM

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EYEWEAR

## SS19 CAMPAIGN MEN'S SUN

Designed to be worn with attitude, Sandro's new sunglass collection for both men and women is contemporary and versatile. For fail safe sartorial success, these frames have been designed to add a light-heartedness, and an air of individuality as the finishing touch to any look.

This retro inspired round-frame (SD5006) features ultra-fine lamination detail that creates a geometric line along the temples and on the tips, while a very deep bevel runs around the lens.

PHOTOGRAPHED BY  
ALEXANDROS PISSOURIOS

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SANDRO-PARIS.COM

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MODEL: BOSTON - BY © JAMES HARTON - ALL RIGHTS RESERVED - IMAGE: JIMMY KIM FOR SANGRETT

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SS19 CAMPAIGN  
MEN'S OPTICAL

EYEWEAR



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MODEL: THOMAS / © 2018 SANDRO. ALL RIGHTS RESERVED. IMAGE: ESTHER FERRELL/ART PHOTO

SS19 CAMPAIGN  
WOMEN'S OPTICAL

EYEWEAR

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POS

EYEWEAR

SPRING/SUMMER 19 SANDRO-PARIS.COM PARIS

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WOMEN'S OPTICAL  
SHOWCARD B4  
IN STOCK  
SDSCV15S19

MEN'S OPTICAL  
SHOWCARD B4  
IN STOCK  
SDSCV25S19

WOMEN'S SUN  
SHOWCARD B4  
IN STOCK  
SDSCV35S19

WOMEN'S SUN  
SHOWCARD A5  
IN STOCK  
SDSCV45S19

MEN'S SUN  
SHOWCARD A5  
IN STOCK  
SDSCV55S19

DOUBLE SIDED SUN BANNER A1  
IN STOCK  
SDWBV15S19

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CAMPAIGN FRAMES  
MEN'S OPTICAL - SD3003 890      MEN'S SUN - SD5006 201  
WOMEN'S OPTICAL - SD4007 903      WOMEN'S SUN - SD6008 220

29

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POS

EYEWEAR



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**GOLD PACK: WINDOW STRIP  
+ 4 SHOWCARDS + 1 LOGO BLOCK**  
IN STOCK  
SDPACKGOLDSS19

**3 PCS DISPLAY STAND**  
IN STOCK  
SDDS17101411



**WINDOW STRIP 170 X 45MM**  
IN STOCK  
SDWSV1SS19



**LOGOBLOCK**  
IN STOCK  
SDLB17101410



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OPTICAL COLLECTION

# WOMEN'S COLLECTION OVERVIEW

## MATERIAL & PRICING

OPTICAL COLLECTION

ACETATE		
COMBINED	 <p>PDM013312 SD2018</p> <p>PDM013311 SD2017</p>	 <p>PDM014269 SD2019</p>
METAL		

ENTRY  
PRICE

65 to 69€

MID PRICES

70 to 79€

HIGH  
PRICES

80 to 90€

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WOMEN'S DESIGN FEATURES

BEHIND THE SCENE



Hidden metal top bar behind acetate

DETAILS



Bespoke collet relating to bag hardware

TRANSPARENCY



New crystal colours

SHOW OFF



Acetate shape with metal nose

SIGNATURE



Discreet signature

SUR-MESURE



Custom made five barrels hinge with real rivets

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WOMEN'S DESIGN FEATURES



Hidden metal top bar behind acetate



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WOMEN'S DESIGN FEATURES



OPTICAL COLLECTION

Bespoke collet relating to bag hardware

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WOMEN'S DESIGN FEATURES



OPTICAL COLLECTION

New crystal colours

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WOMEN'S DESIGN FEATURES



Acetate shape with metal nose

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WOMEN'S DESIGN FEATURES



OPTICAL COLLECTION

Discreet signature



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WOMEN'S DESIGN FEATURES



Custom made five barrels hinge with real rivets

OVERVIEW 5 MODELS 1-4 COLOURS 12 SKUS



SD2017 (PDM013311)



SD2018 (PDM013312)



SD2019 (PDM014269)



SD4000 (PDM010651)

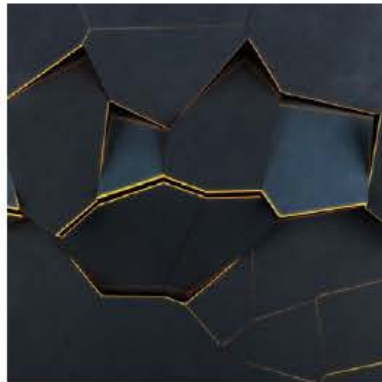
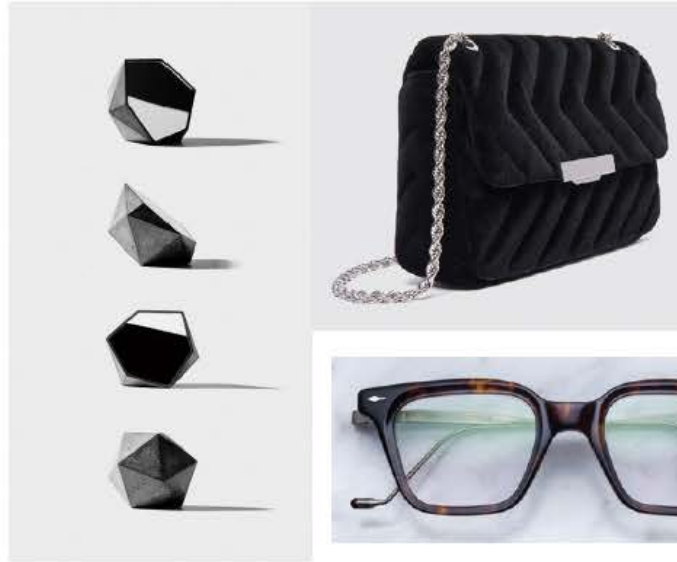


SD4001 (PDM010650)

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OPTICAL COLLECTION

BEVEL



AUG 19 OPTICAL

CODE SD2017

SIZE 48/21-135 B 44.5

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PRESS PIECE



220 GPH-TOR



001 BLK



201 DK TOR



209 NVY TOR



AUG 19 OPTICAL

CODE SD2017

SIZE 48/21-135 B 44.5

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## PRESS PIECE



220 GPH-TOR

### FRAME DESCRIPTION

Model No.	SD2017
Model Name	N/A
PDM No.	PDM013311
Gender	Women's
Frame Description	Acetate Optical Full Rim
Colour Code	220
Colour Description	GPH-TOR
Logo Style	LASER ENGRAVED (back of the temple and back of the top barre)
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Lamination
Adjustable Core Wire	Yes
Hinge Type	regular

### DIMENSIONS

Size.	48/21-135
B Dimension	44.5
ED	48
Screw to Screw	123.3
Mid to Mid	129.5
Tip to Tip	96

### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	Gloss acetate
Temple Material & Finish	Shiny metal

### MOQ

TBC

AUG 19 OPTICAL

CODE SD2018

SIZE 51/18-135 B 41.7

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209 NVY-TOR



001 BLK



201 DK TOR

AUG 19 OPTICAL

CODE SD2018

SIZE 51/18-135 B 41.7

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209 NVY-TOR

#### FRAME DESCRIPTION

Model No.	SD2018
Model Name	N/A
PDM No.	PDM013312
Gender	Women's
Frame Description	Acetate Optical Full Rim
Colour Code	209
Colour Description	NVY-TOR
Logo Style	LASER ENGRAVED (back of the temple and back of the top barre)
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Lamination
Adjustable Core Wire	Yes
Hinge Type	regular

#### DIMENSIONS

Size.	51/18-135
B Dimension	41.7
ED	56.4
Screw to Screw	124.5
Mid to Mid	130.7
Tip to Tip	97

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	Gloss acetate
Temple Material & Finish	Shiny metal

#### MOQ

TBC

AUG 19 OPTICAL

CODE SD2019

SIZE 48/17-135 B 39

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PRESS PIECE



201 DK-TOR



102 BLK/TOR



220 GPH TOR



AUG 19 OPTICAL

CODE SD2019

SIZE 48/17-135 B 39

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## PRESS PIECE



201 DK-TOR

### FRAME DESCRIPTION

Model No.	SD2019
Model Name	N/A
PDM No.	PDM014269
Gender	Women's
Frame Description	Acetate Optical Full Rim
Colour Code	201
Colour Description	DK-TOR
Logo Style	METAL STICKER
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Lamination
Adjustable Core Wire	Yes
Hinge Type	Metal heat inserted

### DIMENSIONS

Size.	48/17-135
B Dimension	39
ED	51.39
Screw to Screw	122
Mid to Mid	Please advise
Tip to Tip	101

### MATERIALS

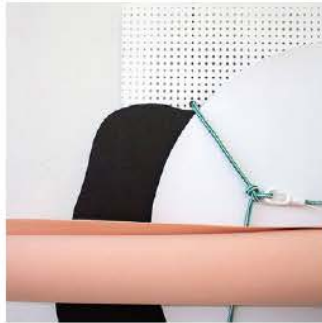
Lens Type	Demo Lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	2
Front Material & Finish	Gloss acetate
Temple Material & Finish	shiny metal

### MOQ

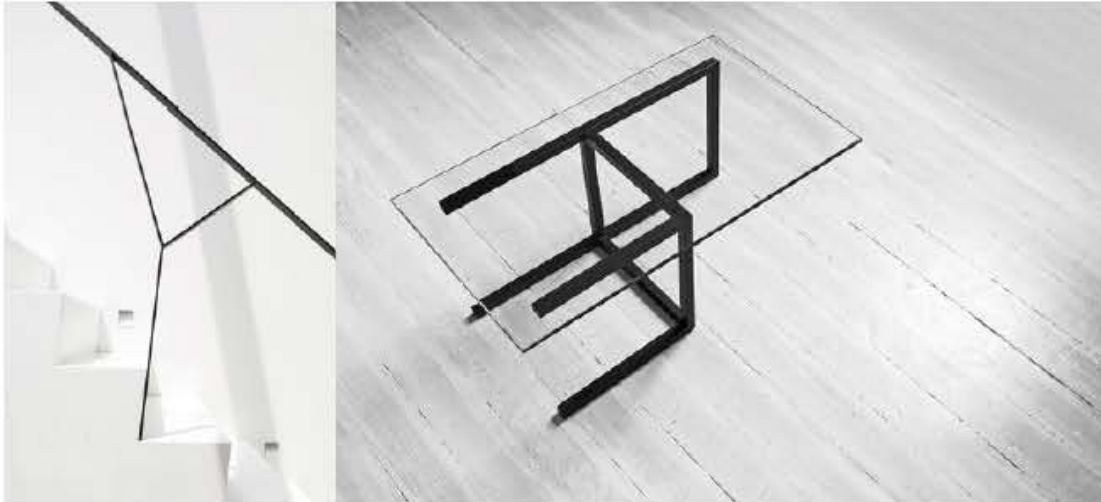
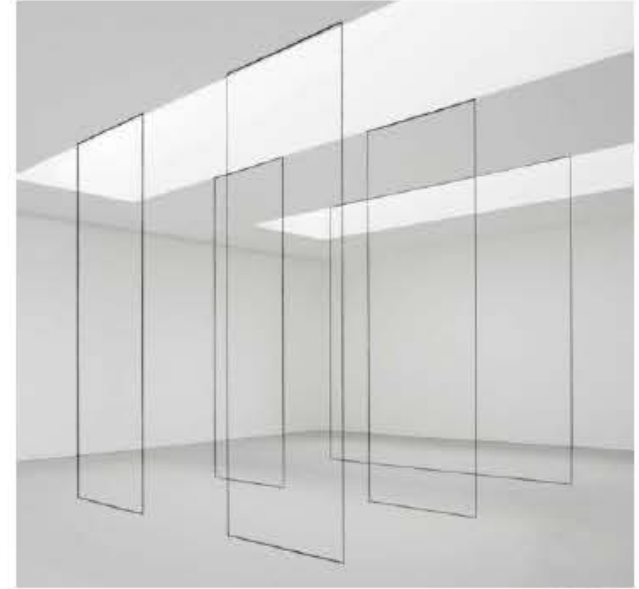
TBC

GRAPHIC LAMINATION

OPTICAL COLLECTION



MINIMAL



AUG 19 OPTICAL

CODE SD4000

SIZE 48/19-135 B 39.8

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904 ROS-GLD



AUG 19 OPTICAL

CODE SD4000

SIZE 48/19-135 B 39.8

s a n d r o  
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904 ROS-GLD

#### FRAME DESCRIPTION

Model No.	SD4000
Model Name	N/A
PDM No.	PDM010651
Gender	Women's
Frame Description	Stainless steel full rim with windsor rim
Colour Code	904
Colour Description	ROS-GLD
Logo Style	laser engraved on top of right rim and metal stickers outside right tip end
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Screw-fixed
Adjustable Core Wire	Yes
Hinge Type	regular

#### DIMENSIONS

Size.	48/19-135
B Dimension	39.8
ED	50.9
Screw to Screw	124
Mid to Mid	127
Tip to Tip	104

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	satn stainless steel with windsor rim
Temple Material & Finish	stain nickel silver

#### MOQ

TBC

AUG 19 OPTICAL

CODE SD4001

SIZE 49/17-135 B 41

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904 ROS-GLD

AUG 19 OPTICAL

CODE SD4001

SIZE 49/17-135 B 41

s a n d r o  
PARIS



904 ROS-GLD

#### FRAME DESCRIPTION

Model No.	SD4001
Model Name	N/A
PDM No.	PDM010650
Gender	Women's
Frame Description	Stainless steel full rim
Colour Code	904
Colour Description	ROS-GLD
Logo Style	laser engraved on top of right rim and metal stickers outside right tip end
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Screw-fixed
Adjustable Core Wire	Yes
Hinge Type	regular

#### DIMENSIONS

Size.	49/17-135
B Dimension	41
ED	49.6
Screw to Screw	120
Mid to Mid	123
Tip to Tip	100

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4
Front Material & Finish	satin stainless steel
Temple Material & Finish	satin nickel silver

#### MOQ

TBC

# MEN'S COLLECTION OVERVIEW

MATERIAL and PRICING

ACETATE



PDM010625  
SD1007



PDM010627  
SD1009

COMBINED



PDM014271  
SD1021

METAL



PDM010632  
SD3000



PDM01808  
SD3007



PDM014270  
SD3006

ENTRY  
PRICE

65 to 69€

MID PRICES

70 to 79€

HIGH  
PRICES

80 to 90€



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DESIGN FEATURES MEN'S

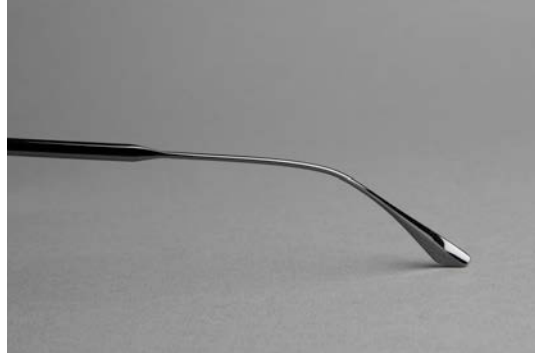
PRODUCTS

SUR-MESURE



Custom made five barrels hinge with real rivets

STRAIGHT LINES



Metal temple

VINTAGE TOUCH



Outer chamber : acetate outside the metal rim

ART DECO



Bespoke nose pads

LAMINATION



Discreet lamination on endtips

SIGNATURE



Discrete 3 rivets signature

OVERVIEW 6 MODELS 1-4 COLOURS 13 SKUS



SD3006 (PDM014270)



SD1021 (PDM014271)



SD3007 (PDM011808)



SD1009 (PDM010627)

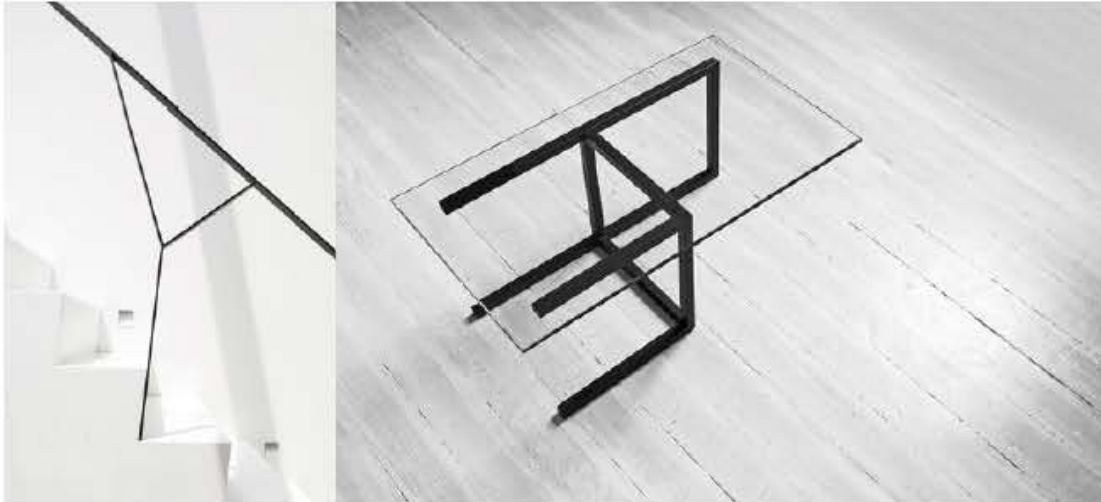
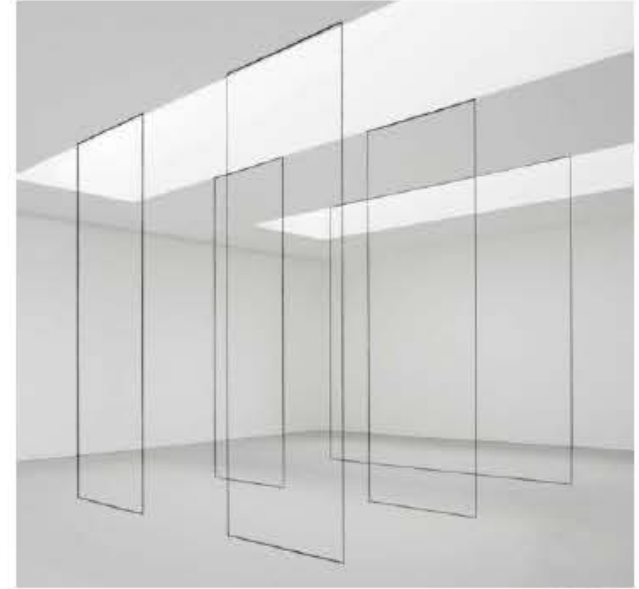


SD3000 (PDM010632)



SD1007 (PDM010625)

MINIMAL



AUG 19 OPTICAL

CODE SD3006

SIZE 57/16-145 B 46

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PARIS



901 GLD

#### FRAME DESCRIPTION

Model No.	SD3006
Model Name	N/A
PDM No.	PDM014270
Gender	Men's
Frame Description	Stainless Steel Optical Nylon Mounting
Colour Code	901
Colour Description	GLD
Logo Style	DEEP LAZER ENGRAVED BEFORE PLATING
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Screw-fixed
Adjustable Core Wire	Yes
Hinge Type	Metal heat inserted

#### DIMENSIONS

Size.	57/16-145
B Dimension	46
ED	64.7
Screw to Screw	137
Mid to Mid	134
Tip to Tip	105

#### MATERIALS

Lens Type	Demo Lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	2
Front Material & Finish	Satin Stainless Steel
Temple Material & Finish	satin nickel silver

#### MOQ

TBC



AUG 19 OPTICAL

CODE SD3006

SIZE 57/16-145 B 46

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PRESS PIECE



901 GLD



001 BLK



894 DK GUN

AUG 19 OPTICAL

CODE SD3007

SIZE 51/18-140 B 45

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PARIS

## PRESS PIECE



915 GLD YEL TOR

### FRAME DESCRIPTION

Model No.	SD3007
Model Name	N/A
PDM No.	PDM011808
Gender	Men's
Frame Description	Stainless steel full rim with windsor rim
Colour Code	899
Colour Description	GUN GRY
Logo Style	LASER ENGRAVED (back of the temple)
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	screw-fixed
Adjustable Core Wire	yes
Hinge Type	regular

### DIMENSIONS

Size.	51/18-140
B Dimension	45
ED	54.1
Screw to Screw	127
Mid to Mid	132
Tip to Tip	103

### MATERIALS

Lens Type	Demo Lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	satin metal
Temple Material & Finish	satin metal

### MOQ

TBC

AUG 19 OPTICAL

CODE SD3007

SIZE 51/18-140 B 45

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PARIS



915 GLD YEL TOR



885 SLV BLK



899 GUN GRY

AUG 19 OPTICAL

CODE SD3000

SIZE 48/19-140 B 44.5

s a n d r o  
PARIS



901 GLD

AUG 19 OPTICAL

CODE SD3000

SIZE 48/19-140 B 44.5

s a n d r o  
PARIS



901 GLD

#### FRAME DESCRIPTION

Model No.	SD3000
Model Name	N/A
PDM No.	PDM010632
Gender	Men's
Frame Description	Stainless steel full rim with windsor rim
Colour Code	901
Colour Description	GLD
Logo Style	laser engraved on left temples
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	screw-fixed
Adjustable Core Wire	Yes
Hinge Type	integrated

#### DIMENSIONS

Size.	48/19-140
B Dimension	44.5
ED	51.7
Screw to Screw	128
Mid to Mid	127.5
Tip to Tip	100

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	shiny stainless steel and satin acetate
Temple Material & Finish	shiny acetate and stainless steel

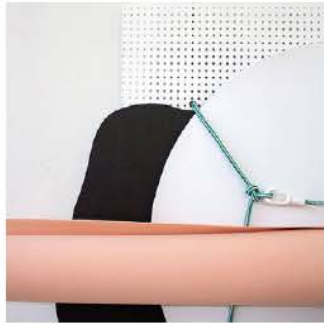
#### MOQ

TBC



GRAPHIC LAMINATION

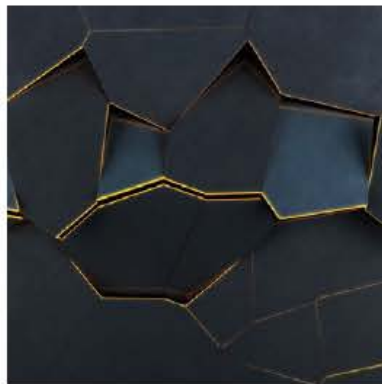
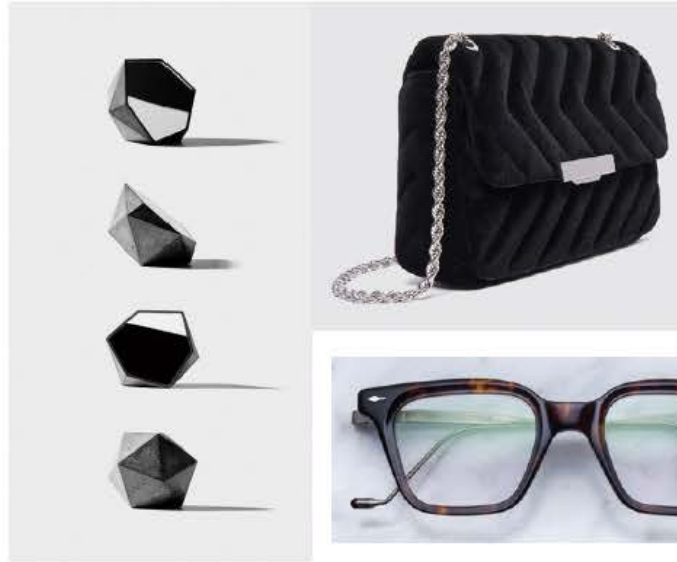
OPTICAL COLLECTION



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OPTICAL COLLECTION

BEVEL



AUG 19 OPTICAL

CODE SD1021

SIZE 55/17-145 B 44.5

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201 TOR

FRAME DESCRIPTION

Model No.	SD1021
Model Name	N/A
PDM No.	PDM014271
Gender	Men's
Frame Description	Acetate Optical Full Rim
Colour Code	201
Colour Description	TOR
Logo Style	METAL STICKER
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	Lamination
Adjustable Core Wire	Yes
Hinge Type	Metal heat inserted

DIMENSIONS

Size.	55/17-145
B Dimension	44.5
ED	59.9
Screw to Screw	133
Mid to Mid	139.5
Tip to Tip	106

MATERIALS

Lens Type	Demo Lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	Gloss acetate
Temple Material & Finish	Nickel Silver

MOQ

TBC

AUG 19 OPTICAL

CODE SD1021

SIZE 55/17-145 B 44.5

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201 TOR



010 BLK DEVIL



009 CHA



207 GRY

AUG 19 OPTICAL

CODE SD1009

SIZE 56/16-145 B 41

s a n d r o  
PARIS



207 GRY TOR



AUG 19 OPTICAL

CODE SD1009

SIZE 56/16-145 B 41

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207 GRY TOR

#### FRAME DESCRIPTION

Model No.	SD1009
Model Name	N/A
PDM No.	PDM010627
Gender	Men's
Frame Description	Acetate full rim
Colour Code	207
Colour Description	GRY TOR
Logo Style	laser engraved on left temples and metal stickers on top of right tip
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	regular

#### DIMENSIONS

Size.	56/16-145
B Dimension	41
ED	62.6
Screw to Screw	129
Mid to Mid	136.9
Tip to Tip	108

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	shiny acetate
Temple Material & Finish	shiny acetate and stainless steel

#### MOQ

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AUG 19 OPTICAL

CODE SD1007

SIZE 51/19-145 B 41

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208 DK TOR

AUG 19 OPTICAL

CODE SD1007

SIZE 51/19-145 B 41

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208 DK TOR

#### FRAME DESCRIPTION

Model No.	SD1007
Model Name	N/A
PDM No.	PDM010625
Gender	Men's
Frame Description	acetate full rim with metal bridge
Colour Code	208
Colour Description	DK TOR
Logo Style	laser engraved on left temples
Rx-Able	Y
Type of Glazing	V
Nose Pad Type	lamination
Adjustable Core Wire	yes
Hinge Type	regular

#### DIMENSIONS

Size.	51/19-145
B Dimension	41
ED	55.8
Screw to Screw	123.5
Mid to Mid	132
Tip to Tip	102.5

#### MATERIALS

Lens Type	Demo lens
Lens Material	AC
Lens Coatings	N/A
Lens Base	4.5
Front Material & Finish	shiny acetate
Temple Material & Finish	shiny acetate and stainless steel

#### MOQ

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THANK YOU