

s a n d r o



JOËL FRIEDERICH

BARCELONA

20.06.19

s a n d r o

PARIS

CONTENTS

BRAND

BRAND NEWS

EYEWEAR

PRODUCTS



BRAND

s a n d r o

PARIS

s a n d r o

PARIS

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”**



s a n d r o

PARIS

PERSONALITY

- FRENCH BRAND
- FAMILY BUSINESS
- PARISIENNE NONCHALANCE
- AFFORDABLE LUXURY
- SOPHISTICATED, MODERN
AND CHIC



**“Elegance, allure
& discretion”**

s a n d r o

PARIS

POSITIONING

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

s a n d r o

PARIS

WOMAN

TARGET PROFILE

Active women, self-confident, smart

VALUES

Freedom, Sincerity, Discretion

STYLE

Refined, sleek, feminine-masculine,
chic and cool with Parisienne
nonchalance



s a n d r o

PARIS

MAN

TARGET PROFILE

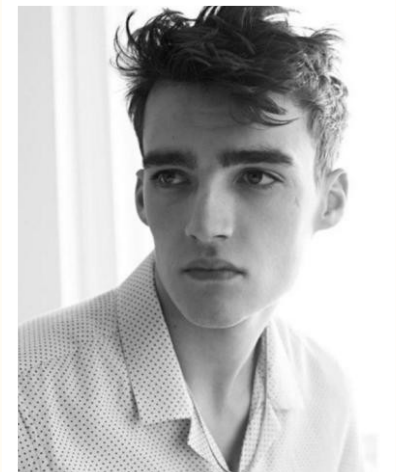
Active men, uninhibited, who have a thirst for elegance and contemporary style

VALUES

Freedom, sincerity, discretion

STYLE

Sober, chic and cool, with a Parisienne nonchalance. They don't want to feel 'costumed'



s a n d r o

PARIS

PRODUCTS



READY TO WEAR



TRAINERS



ACCESSORIES

MEN



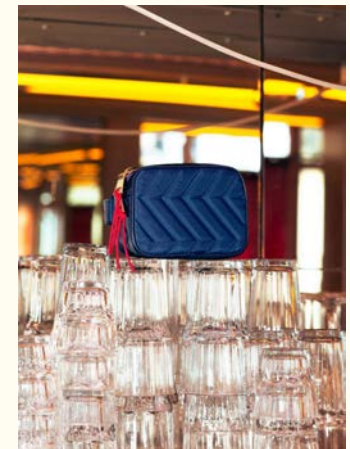
READY TO WEAR



TRAINERS



SHOES



BAGS &
ACCESSORIES

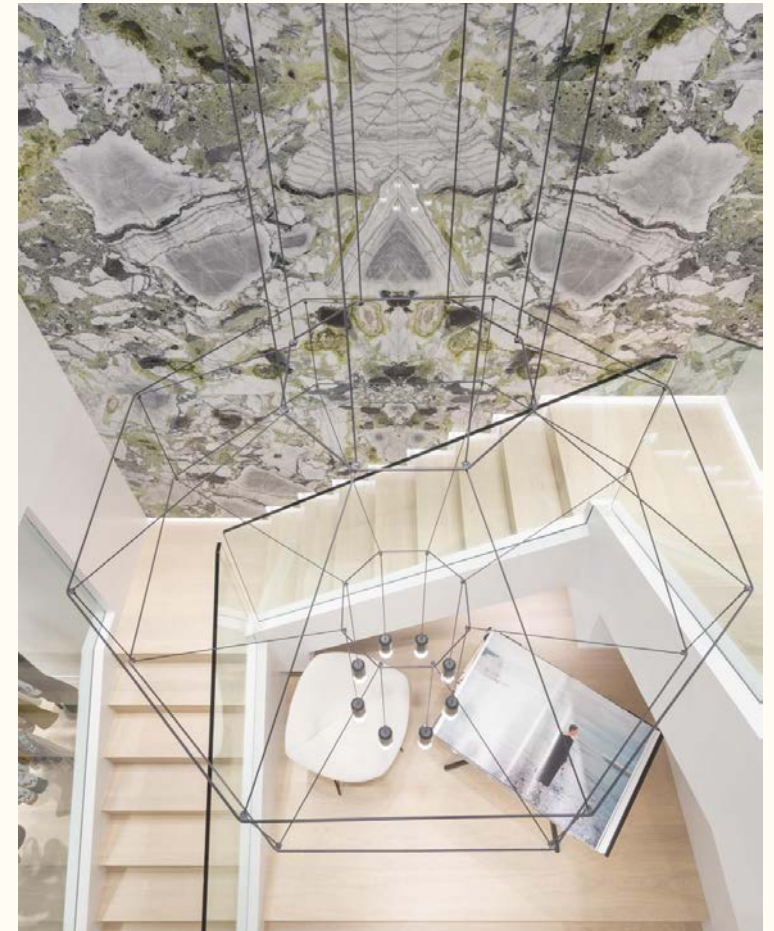
WOMEN

s a n d r o

PARIS

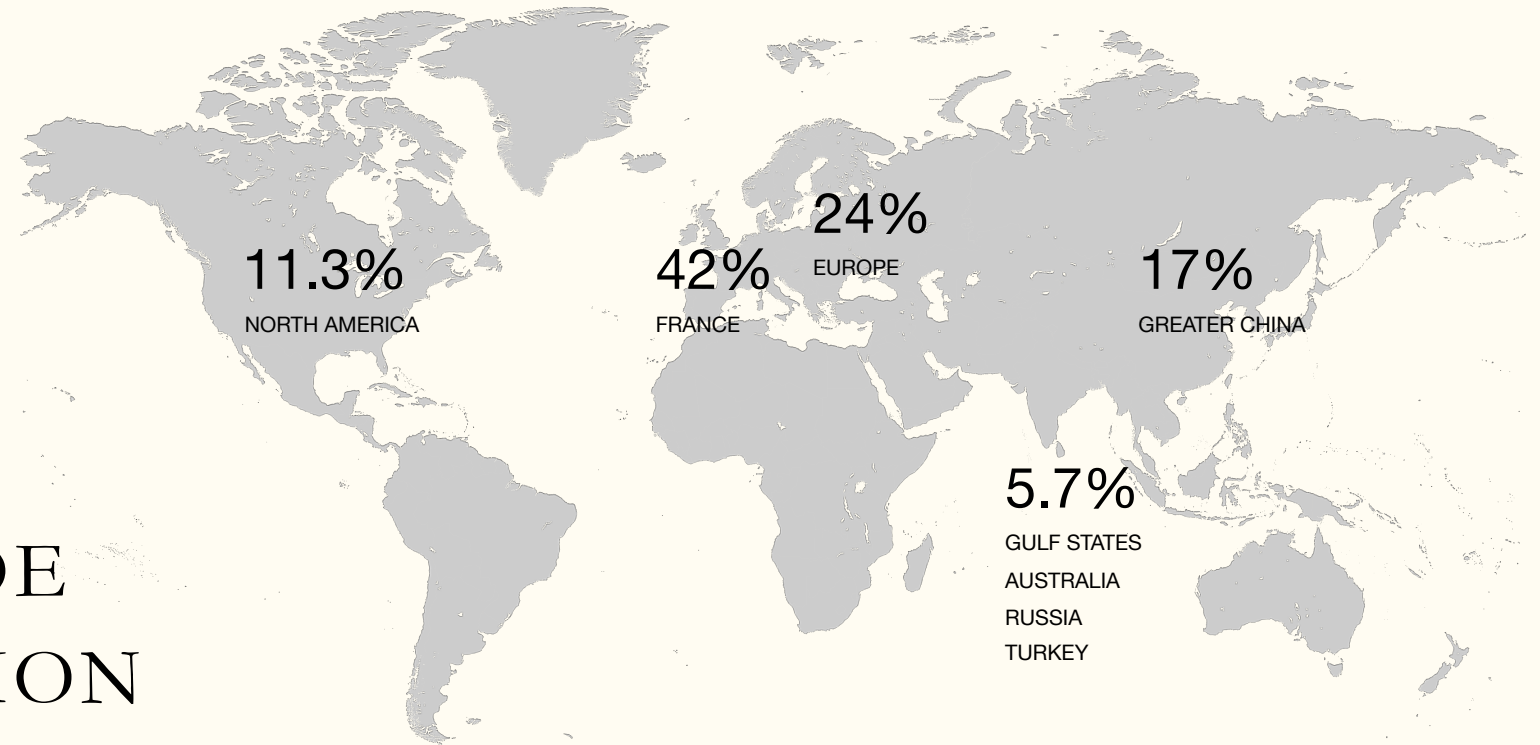
STORES

The pure simplicity of clean lines and graphic features emphasise a resolutely understated and sophisticated space.



s a n d r o

PARIS



WORLDWIDE DISTRIBUTION

Brand presence in 39 countries
More than 646 points of sale

BRAND NEWS

s a n d r o

PARIS

s a n d r o

PARIS

APPOINTMENT AT SANDRO

Isabelle Allouch is taking charge of the Sandro brand after five successful years at the helm of Claudie Pierlot, during which she gained tremendous knowledge of the Group. Under her leadership, Claudie Pierlot sales tripled to over €125 million, it made further headway in its international expansion, especially in Asia and the Middle East, and it accelerated its digital transformation.



s a n d r o


PARIS

SS19 CAMPAIGN



s a n d r o

PARIS



s a n d r o

PARIS

EYEWEAR

s a n d r o

PARIS

s a n d r o

PARIS

SS19 CAMPAIGN WOMEN'S SUN

Designed to be worn with attitude, Sandro's new sunglasses 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.



s a n d r o

PARIS

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.

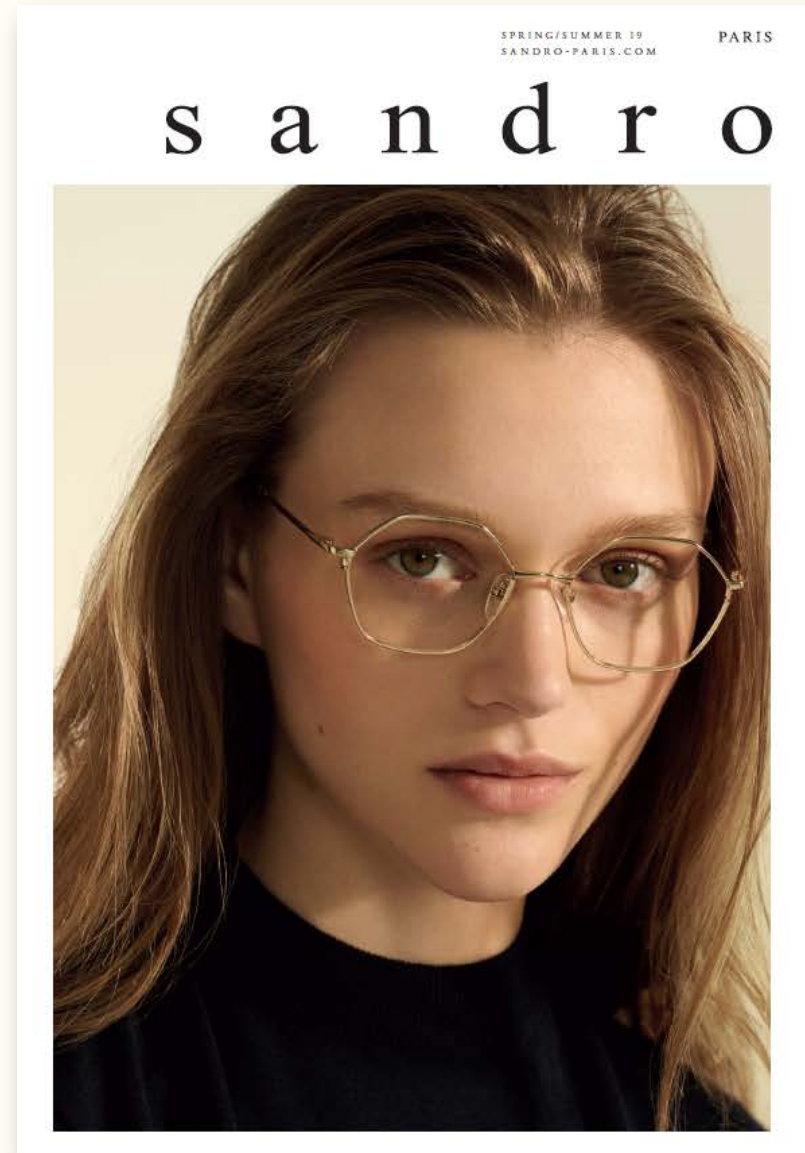


s a n d r o

PARIS

SS19 CAMPAIGN WOMEN'S OPTICAL

Infused with the charm of the Parisian house, the new Sandro women's optical collection offers unique feminine styles all with a vintage essence.



s a n d r o

PARIS

SS19 CAMPAIGN MEN'S OPTICAL

Deftly combining the sophistication of formal wear with the laid -back minimalism of streetwear, Sandro Homme reinterprets the everyday essentials with one eye on the past and one on the future.



s a n d r o

PARIS

SS19 CAMPAIGN
STYLE SHOTS



s a n d r o

PARIS

PRESS COVERAGE



freundin



s a n d r o

PARIS

PRESS COVERAGE



JOYCE



s a n d r o

PARIS

PRESS COVERAGE



GRAZIA

This is a 'WHAT'S NEW NOW!' fashion guide. It features a woman in a tan jumpsuit in a field, a pair of sunglasses, and a striped dress. The guide includes:

- 1. SAFARI CHIC**: Jumpsuit, £149, belt, £49.99, both Massimo Dutti.
- 2.** The chandelier earring gets an update courtesy of Cult Gaia. £170, at matchesfashion.com.
- 3.** These primrose-yellow frames are perfect for spring sun. £168, Sandro.
- 4.** Dress this prim and proper number down with dail sandals. £420, Tory Burch.

A 'DROP GORGEOUS' badge is also present.


s a n d r o

PARIS

POS

SPRING/SUMMER 19 SANDRO-PARIS.COM PARIS

s a n d r o



s a n d r o PARIS

WOMEN'S OPTICAL SHOWCARD B4
IN STOCK
£6.56 / €7.41 / \$8.40
SDSCV1SS19

MEN'S OPTICAL SHOWCARD B4
IN STOCK
£6.56 / €7.41 / \$8.40
SDSCV2SS19

WOMEN'S SUN SHOWCARD B4
IN STOCK
£6.56 / €7.41 / \$8.40
SDSCV3SS19

WOMEN'S SUN SHOWCARD A5
IN STOCK
£4.55 / €5.14 / \$5.82
SDSCV4SS19

MEN'S SUN SHOWCARD A5
IN STOCK
£4.55 / €5.14 / \$5.82
SDSCV5SS19

DOUBLE SIDED SUN BANNER A1
IN STOCK
£9.63 / €10.88 / \$12.33
SDWBV1SS19

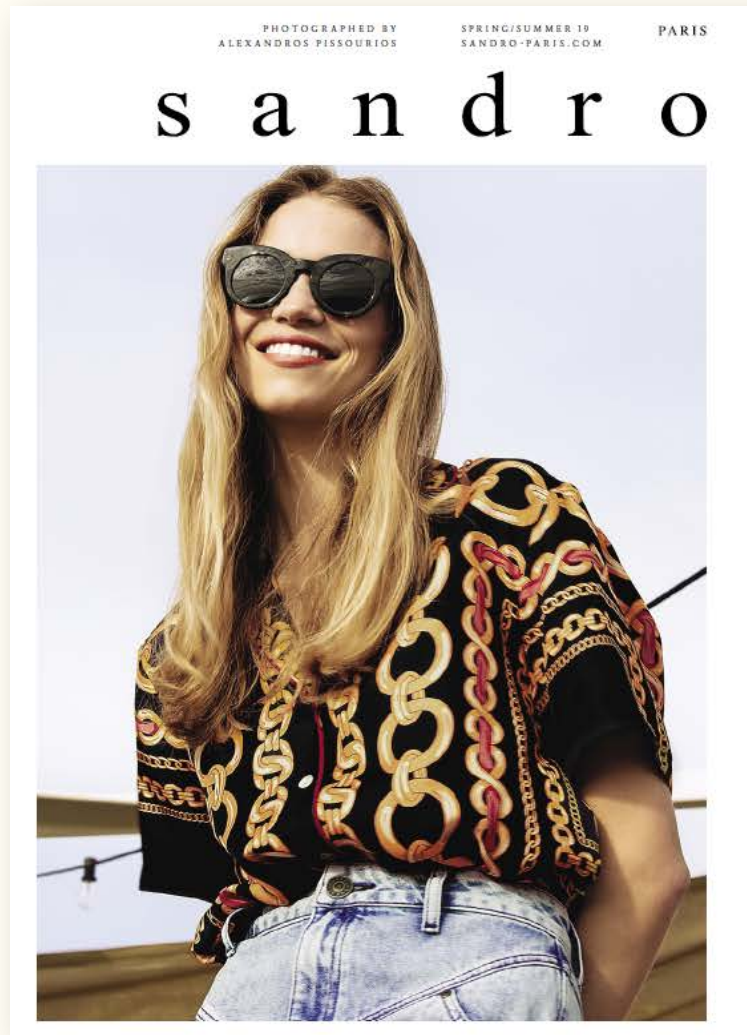
CAMPAIGN FRAMES
MEN'S OPTICAL - SD3003 890 MEN'S SUN - SD5006 201
WOMEN'S OPTICAL - SD4007 903 WOMEN'S SUN - SD6008 220

25

s a n d r o

PARIS

POS



s a n d r o
PARIS

**GOLD PACK: WINDOW STRIP + 4 SHOWCARDS
+1 BANNER + 1 LOGO BLOCK**
£18 / €21.60 / \$27 **IN STOCK**
SDPACKGOLDSS19

3 PCS DISPLAY STAND
£18 / €21.60 / \$27 **IN STOCK**
SDDS17101411

WINDOW STRIP 170 X 45MM
£12.50 / €15 / \$18.75 **IN STOCK**
SDWSY1SS19

LOGOBLOCK
£3.40 / €4.08 / \$5.10 **IN STOCK**
SDLB17101410

27

s a n d r o

PARIS

PACKAGING



PRODUCTS

s a n d r o

PARIS

WOMEN'S
COLLECTION

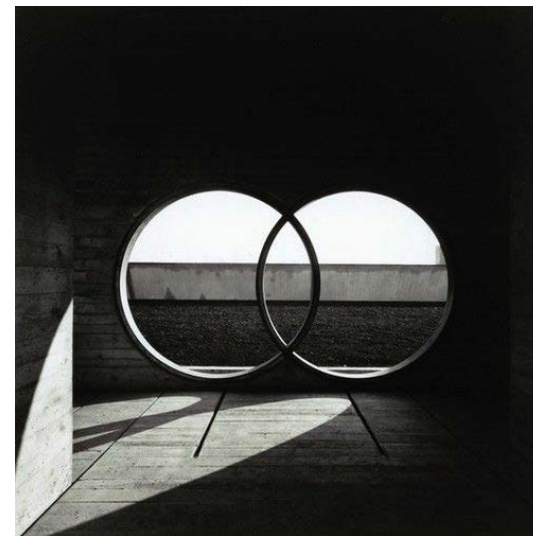
s a n d r o

PARIS

s a n d r o

PARIS

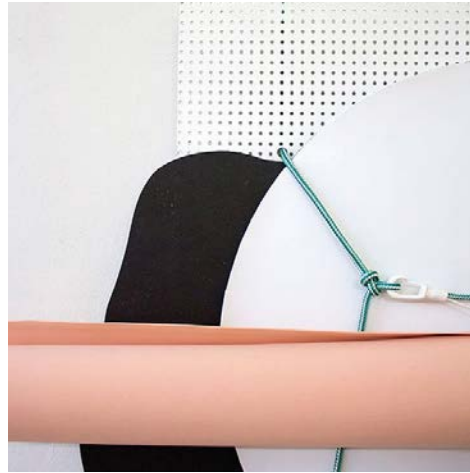
MINIMAL METAL



s a n d r o

PARIS

GRAPHIC LAMINATION



s a n d r o

PARIS

ICONS



s a n d r o

PARIS

WOMEN'S DESIGN FEATURES



Hidden metal top bar behind the acetate

s a n d r o

PARIS

WOMEN'S DESIGN FEATURES



Hidden metal top bar behind the acetate



Exclusive acetate



Tromp l'oeil vintage hinge



Custom made five barrel hinge with real rivets



Swarovski detailing

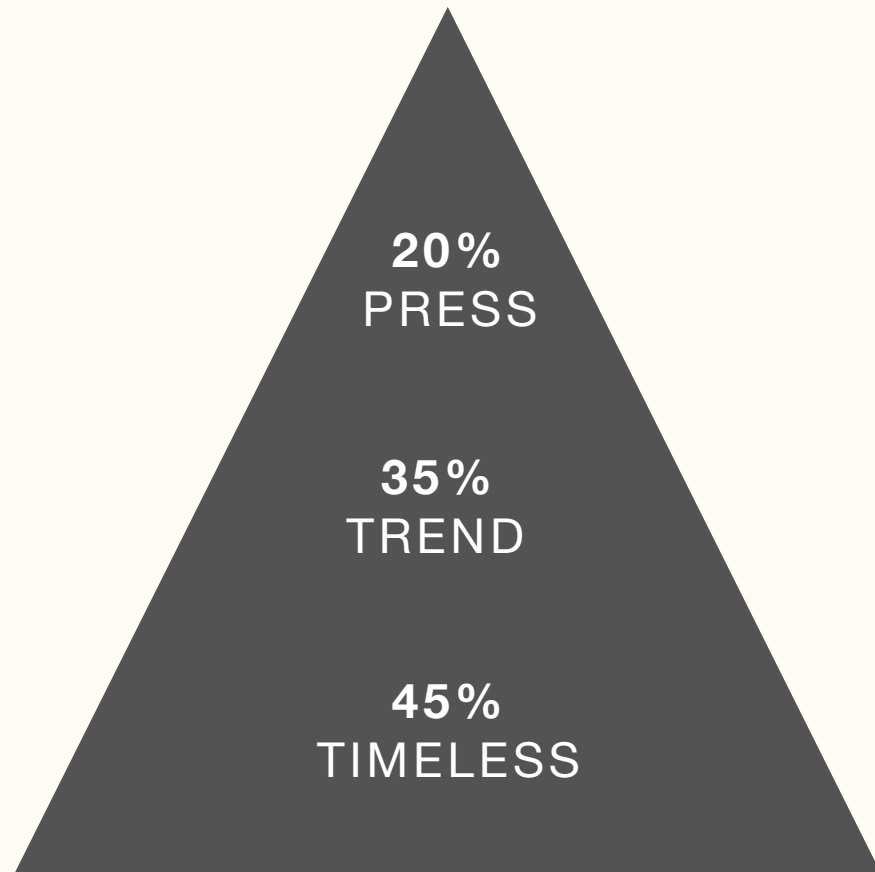


Flame signature

s a n d r o












PARIS

PRODUCT HIERARCHY



WOMEN'S COLLECTION OVERVIEW

MATERIAL and PRICING

<p>ACETATE</p>	 <p>PDM014587 SD6019</p>  <p>PDM014585 SD6017</p>	 <p>PDM014592 SD6021</p>  <p>PDM014584 SD6016</p>	 <p>PDM014598 SD6023</p>  <p>PDM014589 SD6020</p>
<p>COMBINED</p>		 <p>PDM014595 SD6022</p>	 <p>PDM014586 SD6018</p>
<p>METAL</p>	 <p>PDM014480 SD8006</p>  <p>PDM014593 SD8008</p>  <p>PDM014582 SD8007</p>		

ENTRY
PRICE
69 to 75€

MID PRICES
76 to 85€

HIGH
PRICES
86 to 95€

s a n d r o

PARIS

WOMENS EYEWEAR COLLECTION

PRESS PIECES



SD6022 (PDM014595)



SD6023 (PDM014598)



SD6021 (PDM014592)

FASHION



SD6019 (PDM014587)



SD6020 (PDM014589)



SD8006 (PDM014480)

TIMELESS



SD8007 (PDM014582)



SD8008 (PDM014593)



SD6016 (PDM014584)



SD6017 (PDM014585)



SD6018 (PDM014586)

s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014595



CODE PDM014595 SIZE 55/18-135 B 32 COLOUR 201 TOR

s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014595



001 BLK



004 NVY



201 TOR

s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014598



CODE PDM014598 SIZE 46/26-140 B 44.5 COLOUR 510 RED

s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014598



004 NVY



206 TOR



510 RED



601 CRY



s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014592



CODE PDM014592 SIZE 55/18-135 B 32 COLOUR 108 BLK-GRY

s a n d r o

PARIS

WOMENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014592



004 NVY



102 BLK-TOR



108 BLK-GRY



112 BLK-TER



s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014587



CODE PDM014587 SIZE 52-20-140 B 35 COLOUR 004 NVY

s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014587



001 BLK



004 NVY



302 WHT



s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014589



CODE PDM014589 SIZE 48/19-140 B 34 COLOUR 008 GRY

s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014480



001 BLK



008 GRY



201 TOR



s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014589



CODE PDM014582 SIZE 51/18-140 B 49 COLOUR 890 GUN

s a n d r o

PARIS

WOMENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014480



001 BLK



890 GUN



900 GLD



s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014582



CODE PDM014582 SIZE 51/18-140 B 49 COLOUR 900 YEL GLD

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014582



001 BLK



900 YEL GLD



904 ROS GLD

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014582



CODE PDM014593 SIZE 54/18-135 B 48.6 COLOUR 009 PAL-GLD

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

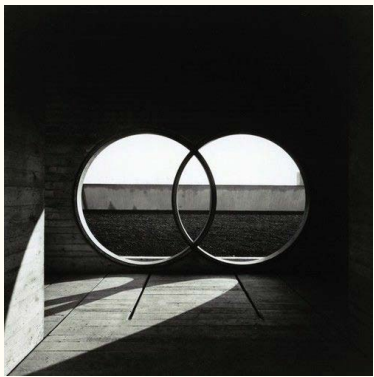
PDM014582



001 BLK



009 PAL-GLD



880 SLV

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014584



CODE PDM014584 SIZE 52/21-140 B 44 COLOUR 004 NVY

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014584



004 NVY



102 BLK-TOR



111 MARBLE

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014585



AMENDS : TO BE PRODUCED IN 4 NEW COLORS

CODE PDM014585 **SIZE** 50/22-140 **B** 47 **COLOUR** 206 TOR

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014585



004 NVY



206 LT-TOR



401 AQA



502 LIC



s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014586



CODE PDM014586 SIZE 54/17-140 B 46 COLOUR 206 TOR-TOR

s a n d r o

PARIS

WOMENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

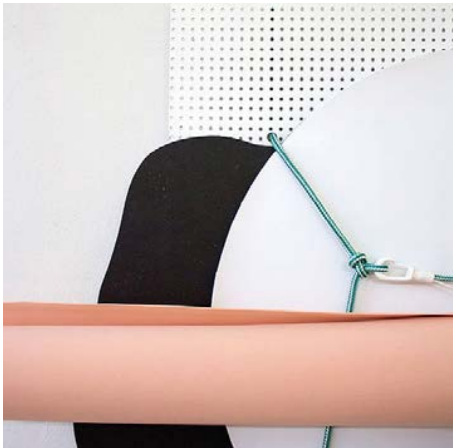
PDM014586



101 BLK-CRY



118 BLK-GRY



206 TOR-TOR

MEN'S
COLLECTION

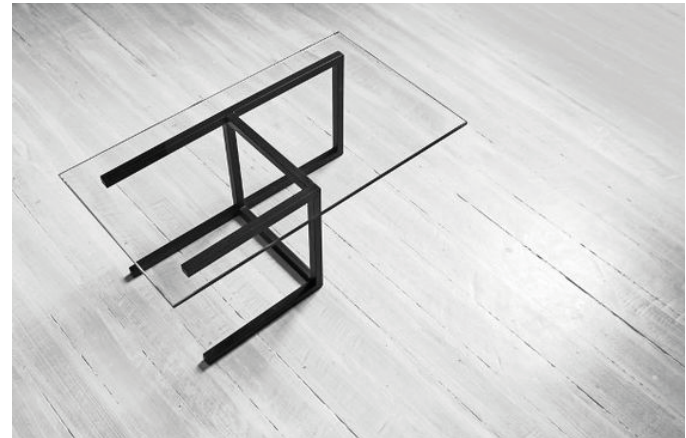
s a n d r o

PARIS

s a n d r o

PARIS

MINIMAL METAL



s a n d r o

PARIS

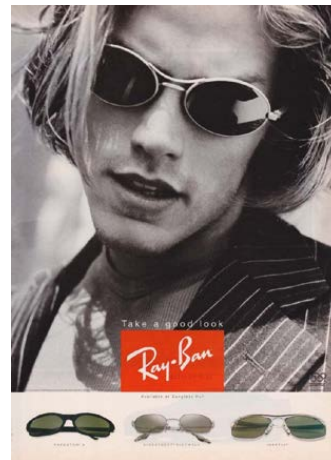
ICONS



s a n d r o

PARIS

HACKER



s a n d r o

PARIS

MEN'S DESIGN FEATURES



Custom made five barrel hinge with real rivets

s a n d r o

PARIS

MEN'S DESIGN FEATURES



Custom made five barrel hinge with real rivets



Exclusive laminated temples



Exclusive metal endtips



Windsor made of real acetate sheets



Hidden metal top bar behind the acetate



Discrete three-point rivet signature

WOMEN'S COLLECTION OVERVIEW

MATERIAL and PRICING

<p>ACETATE</p>		 <p>PDM014474 SD5012</p>
<p>COMBINED</p>	 <p>PDM014468 SD5011</p>	 <p>PDM014479 SD7015</p>  <p>PDM014478 V1 SD7014</p>  <p>PDM014476 SD5013</p>
<p>METAL</p>	 <p>PDM014465 V1 SD7010</p>  <p>PDM014465 V2 SD7011</p>  <p>PDM014470 SD7013</p>  <p>PDM014466 SD7012</p>	

ENTRY
PRICE
69 to 75€

MID PRICES
76 to 85€

HIGH
PRICES
86 to 95€

s a n d r o

PARIS

MENS EYEWEAR COLLECTION

PRESS PIECES



SD5012 (PDM014474)



SD5013 (PDM014476)



SD7015 (PDM014479)

FASHION



SD7010 (PDM014465 V1)



SD7011 (PDM014465 V2)

TIMELESS



SD7012 (PDM014466)



SD7013 (PDM014470)



SD7014 (PDM014478 V1)



SD5011 (PDM014468)

s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014474



CODE PDM014474 SIZE 56/13-145 B 44 COLOUR 206 TOR

s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

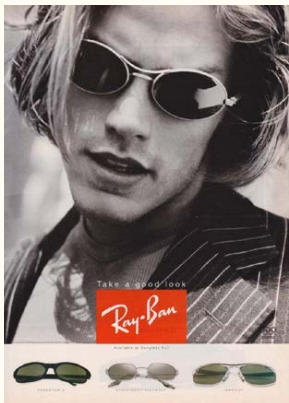
PDM014474



001 BLK



008 GRY



206 TOR



s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014476



CODE PDM014476 SIZE 125-0-145 B 45 COLOUR 806 GRY TOR

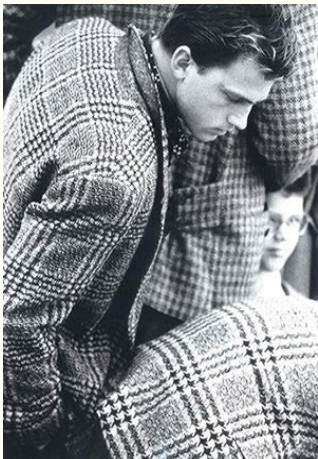
s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014476



001 BLK



201 TOR



806 GRY TOR

s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

PDM014479



CODE PDM014479 SIZE 49/21-145 B 39 COLOUR 890 GUN

s a n d r o

PARIS

MENS EYEWEAR PRESS PIECES

PRODUCTS DETAILS :

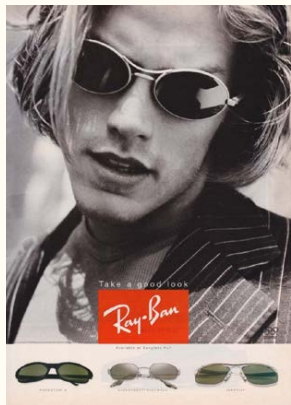
PDM014479



890 GUN



894 LT GUN



895 DK GUN

s a n d r o

PARIS

MENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014465 V1



CODE PDM014465 V1 SIZE 53/14-145 B 37 COLOUR 900 YEL GLD

s a n d r o

PARIS

MENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014465 V1



001 BLK



900 YEL GLD



s a n d r o

PARIS

MENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014465 V2



CODE PDM014465 V2 SIZE 52/15-145 B 36 COLOUR 912 GLD TOR

s a n d r o

PARIS

MENS EYEWEAR FASHION COLLECTION

PRODUCTS DETAILS :

PDM014465 V2



882 SLV TOR



912 GLD TOR

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014466



CODE PDM014466 SIZE 55/15-145 B 42 COLOUR 890 GUN

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014466



001 BLK



890 GUN



900 YEL GLD

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014470



CODE PDM014470 SIZE 54/17-145 B 48 COLOUR 882 SLV TOR

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014470



001 BLK



882 SLV TOR



912 GLD TOR

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014478 V1



CODE PDM014478 V1 SIZE 47/22-145 B 43 COLOUR 895 DK GUN

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014478 V1



890 GUN



894 LT GUN



895 DK GUN

s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014468



CODE PDM014468 SIZE 50/18-140 B 44 COLOUR 201 TOR

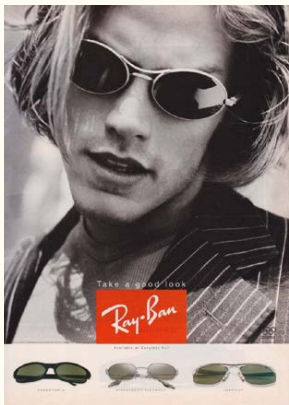
s a n d r o

PARIS

MENS EYEWEAR TIMELESS COLLECTION

PRODUCTS DETAILS :

PDM014468



001 BLK



008 GRY



101 BLK CLR



201 TOR

s a n d r o

PARIS

SANDRO OFFICES



s a n d r o

PARIS



THANK YOU