

Vivienne  
Westwood

# WESTWOOD WORLD

Vivienne Westwood began designing in 1971 along with her then partner Malcolm McLaren in London. At the time they used their shop at 430 Kings Road, London, to showcase their ideas and designs.

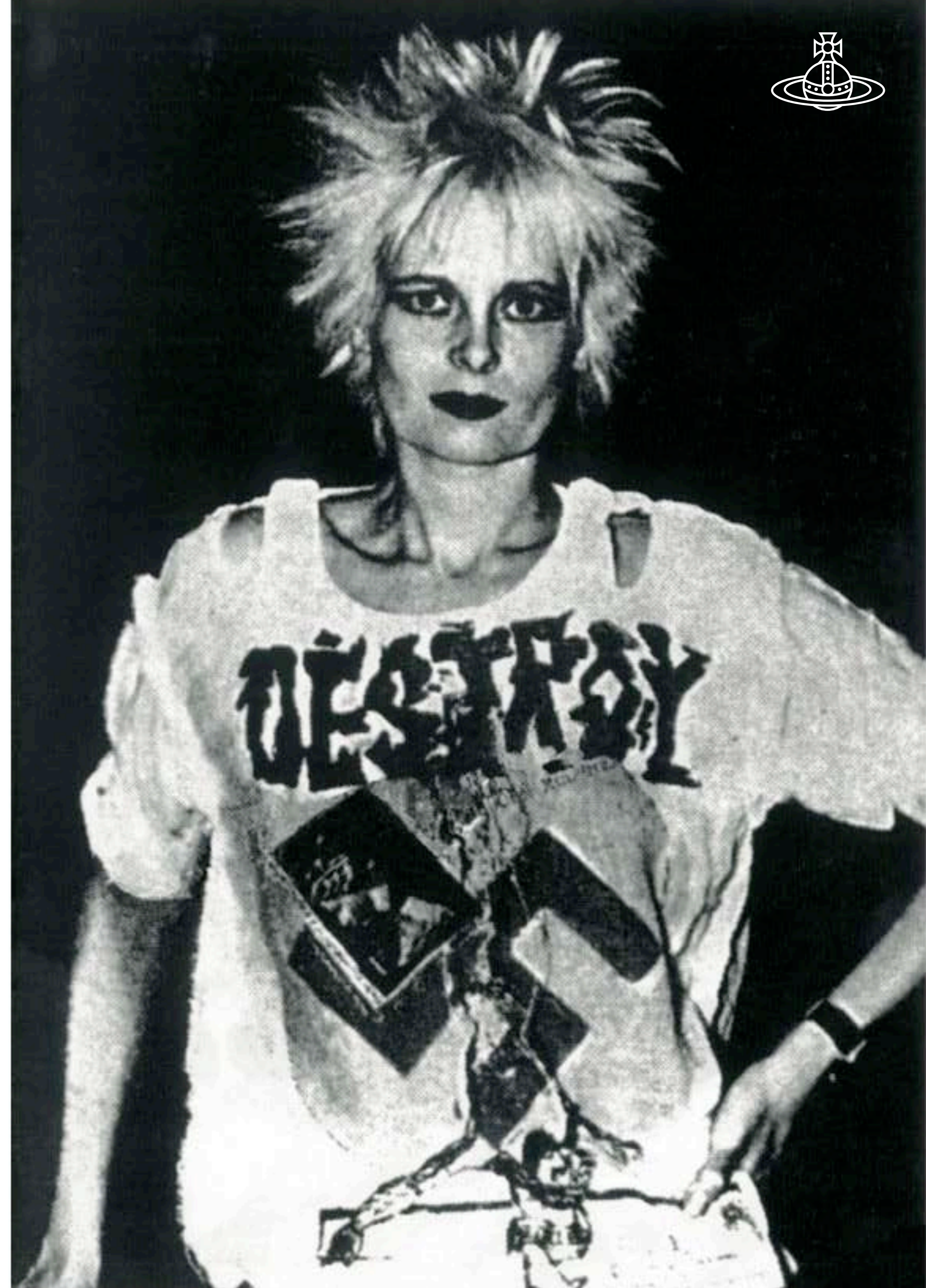
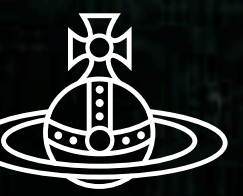
With a design record spanning over forty years, Vivienne Westwood is now recognised as a global brand and Westwood herself as one of the most influential fashion designers, and activists, in the world today.



# WESTWOOD WORLD

Vivienne Westwood is one of the last independent global fashion companies in the world. At times thought provoking, this brand is about more than producing clothes and accessories.

Westwood continues to capture the imagination, and raise awareness of environmental and human rights issues.



# WORLDWIDE DISTRIBUTION

Stores and market specific franchisees operate in:

- More than 80 countries
- Over 100 vivienne Westwood monobrand stores
- Over 700 points of sale worldwide

Major Flagship Stores

- London
- Milan
- Paris
- New York
- Los Angeles
- Hawaii
- Toyko
- Shanghai
- Hong Kong
- Taipei
- Bangkok
- Seoul
- Singapore



## HEAD OFFICES & SHOWROOMS

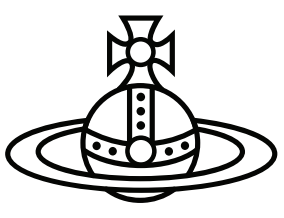
Vivienne Westwood Head Offices are located in:

- London
- Milan
- Paris
- New York
- Los Angeles
- Shanghai

Vivienne Westwood showrooms are located in:

- London
- Paris
- Milan
- New York
- Los Angeles





ANDREAS VIVIENNE  
KRONTHALER WESTWOOD



Feminine, avant-garde formal and evening wear

Vivienne Westwood



A luxury prêt à-porter line

Vivienne Westwood  
MAN



Fashion forward menswear rooted in the traditions of British tailoring

Vivienne Westwood  
ACCESSORIES



Unique, eye-catching bags, shoes and scarves for men & women

Vivienne Westwood  
JEWELLERY



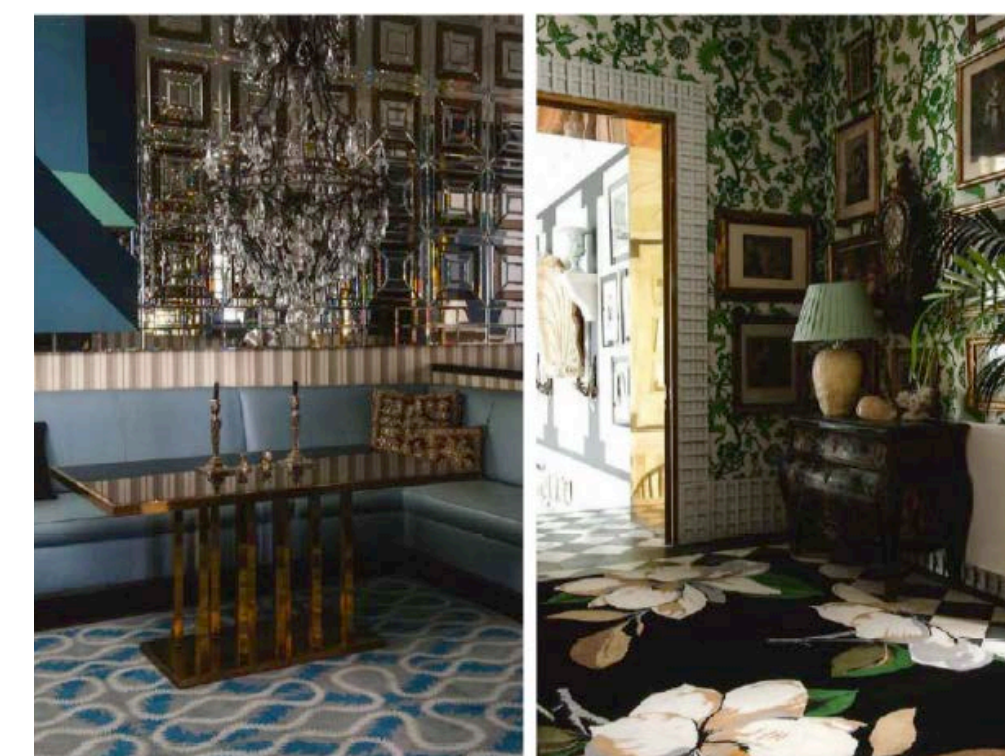
Translating the spirit of the brand through bracelets, pendants, rings and earrings

Vivienne Westwood  
TIME MACHINE



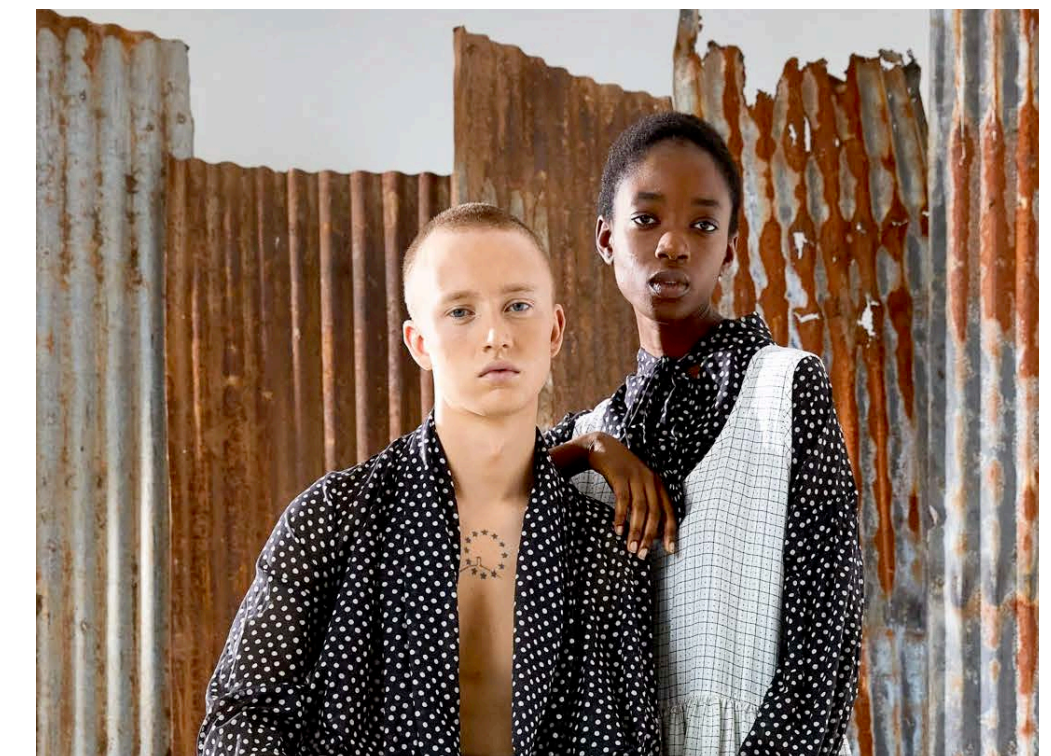
Each watch houses the finest Swiss movements iconic brand elements in their design

Vivienne Westwood  
HOMEWEAR

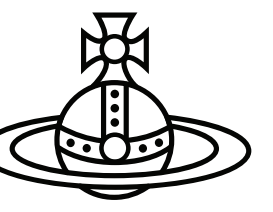


Rugs that combine quintessentially bold design with a deep sense of heritage

Vivienne Westwood  
ANGLOMANIA  
SINCE 1970



Anglomania fuses refined elegance with punk-rock spirit for offbeat silhouettes



# BRAND POSITIONING



# THE ORB

Back in 1985/6  
Vivienne was working  
on a collection with the  
theme of royalty but  
with a futuristic touch  
as the idea of taking  
tradition into the future  
was in her mind.





# ENVIRONMENTAL & ETHICAL INVOLVEMENT

Vivienne Westwood supports various environmental and ethical causes including support of Cool Earth, the Prince's Rainforest Trust, the United Nations Environmental Programme and Amnesty International among many other charitable organisations.

Furthermore, through her personal Climate Revolution campaign launched in January 2013, Vivienne Westwood continues to ask the public to petition, act and protest for a more sustainable future.



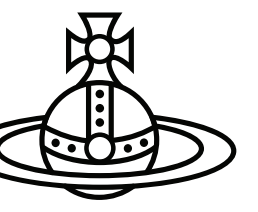
**CLIMATE  
REVOLUTION**



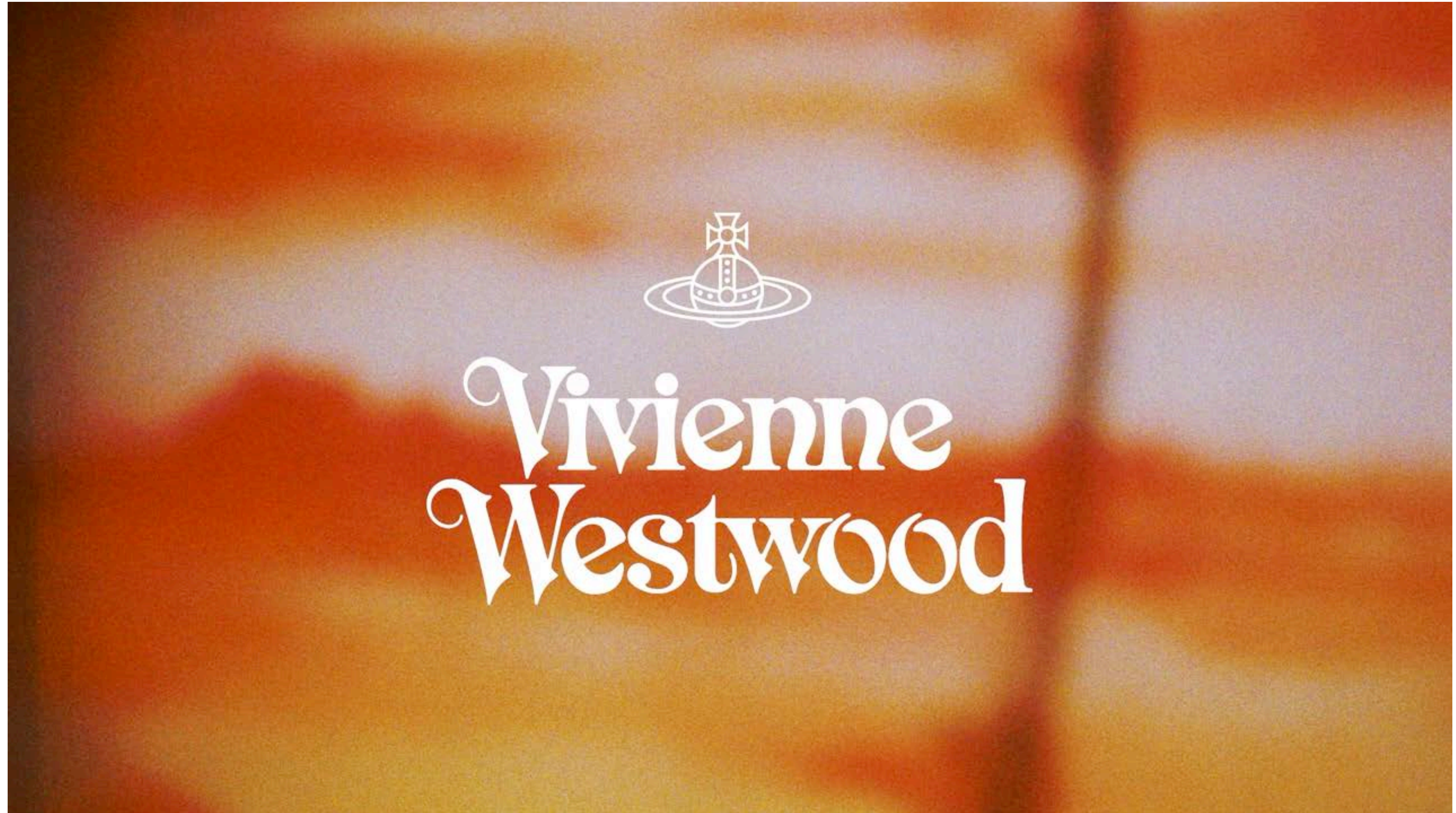
[www.savethearctic.org](http://www.savethearctic.org)

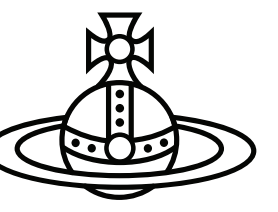
[www.savethearctic.org](http://www.savethearctic.org)  
[www.actionclimate.co.uk](http://www.actionclimate.co.uk)

[www.savethearctic.org](http://www.savethearctic.org)  
[www.actionclimate.co.uk](http://www.actionclimate.co.uk)



WESTWOOD WORLD



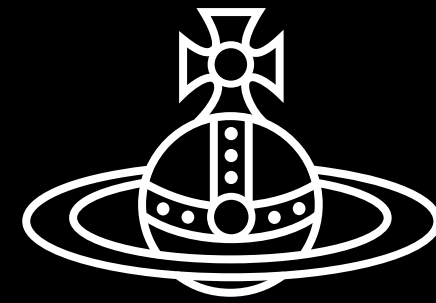


## SS20 CAMPAIGN

Shot in the 18th Arrondissement of Paris, the Vivienne Westwood Spring/Summer 2020 campaign, features Model & Activist Naomi Campbell.

‘When I design clothes they always have to have a story and when somebody shoots me in our clothes I always have to have that story in my mind. I’ve been reading Mythology - for this it was like we were on our way to paradise and we were all going to change from fish into birds’  
-Vivienne Westwood





# Vivienne Westwood

Collaborations

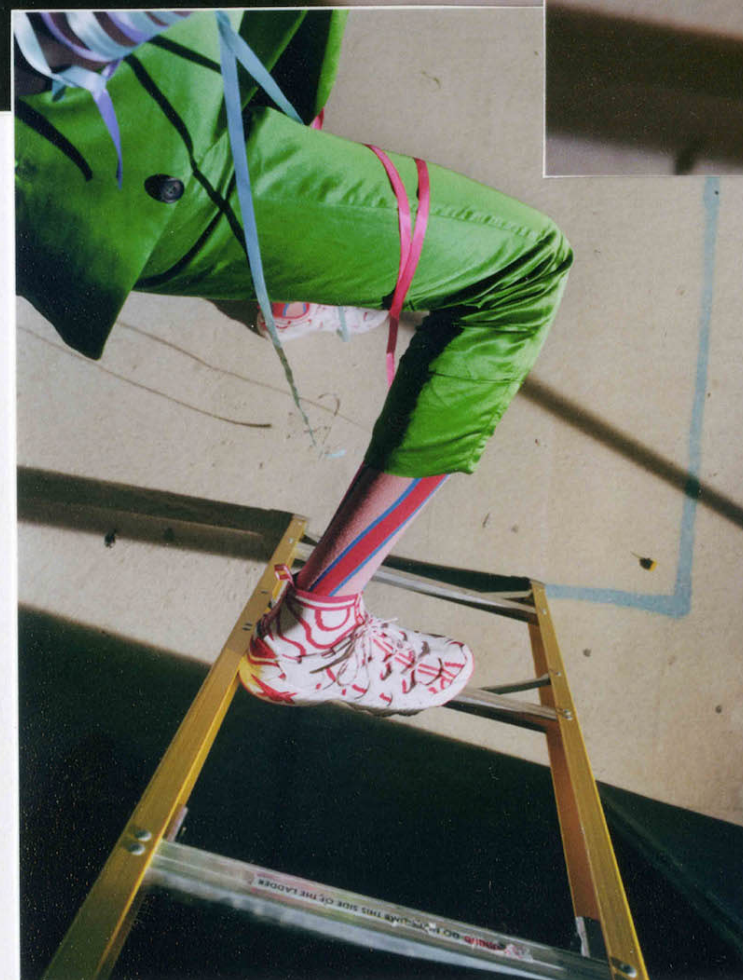
# asics × Vivienne Westwood

True sport performance brand ASICS and iconic British designer Vivienne Westwood have come together to create an exclusive capsule collection of limited- edition styles.

Celebrating both brands' heritages in design and quality, the capsule delves deep into the Westwood archives, remixing the iconic squiggle print from her Pirate collection of 1981 with classic ASICS shoes.



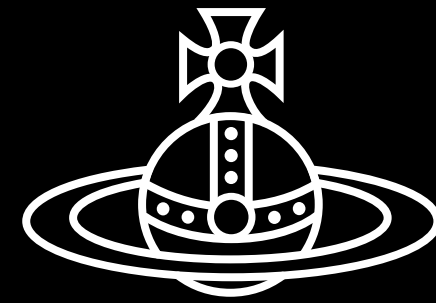
asicsTIGER × Vivienne Westwood



 ×  Vivienne Westwood

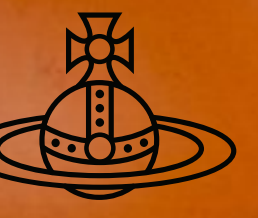
US action sports brand Vans and British fashion house Vivienne Westwood have created a footwear capsule collection that champions fearless individualism and liberation. The exclusive collection reinterprets iconic Westwood archive prints, graphics and designs of the house for six of Vans classic silhouettes.





# Vivienne Westwood

Sunglasses 2021

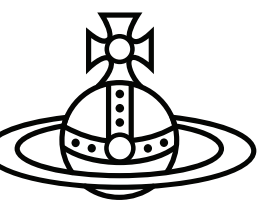


## THE BRIEF

1. An element of surprise
2. Taking tradition into the future
3. Do it yourself
4. Eco-friendly







## SUN 21 COLLECTION HIERARCHY



### VANGUARD

Androgynous, avant-garde eyewear for the adventurous. These are sunglasses to elevate your look.



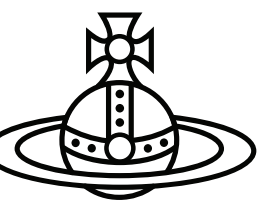
### PRÊT-À-PORTER

Handcrafted in bio-acetate; discover exaggerated eyeshapes and traditions taken into the future.



### ESSENCE

The essential wardrobe pick me up. Rooted in classic silhouettes brought to life with a little Westwood twist.



# SUN 21 COLLECTION HIERARCHY

12 Models 3-4 Colours 40 Skus

## VANGUARD

Wholesale £95/ €109/ \$118

25%



PDM016785



PDM016786



PDM016787

## PRÊT-À-PORTER

Wholesale £79/ €90/ \$98

33%



PDM016777



PDM016784



PDM016792



PDM016795

## ESSENCE

Wholesale £69/ €79/ \$86

42%



PDM016774



PDM016776



PDM016780



PDM016789



PDM016791

Full Acetate

Combination

Full Metal

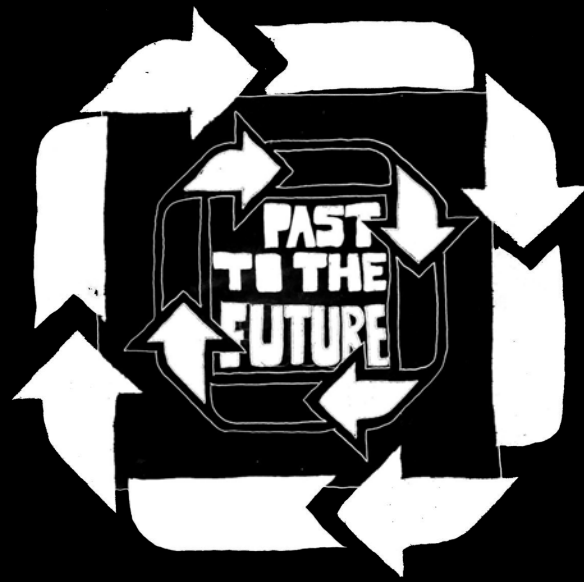
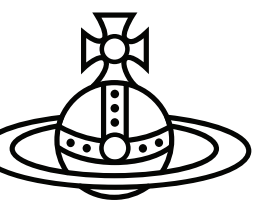
# m49

Vivienne Westwood's sunglasses collection has been developed with sustainability at the forefront.

In a time of continuous sensitivity to nature and increased attention on eco-friendly products, Mazzucchelli – faithful to its "Tradition of modernity" - has developed its eco-friendly bio-acetate M49.

- 100% Ecofriendly
- 100% Biodegradable
- 100% Recyclable

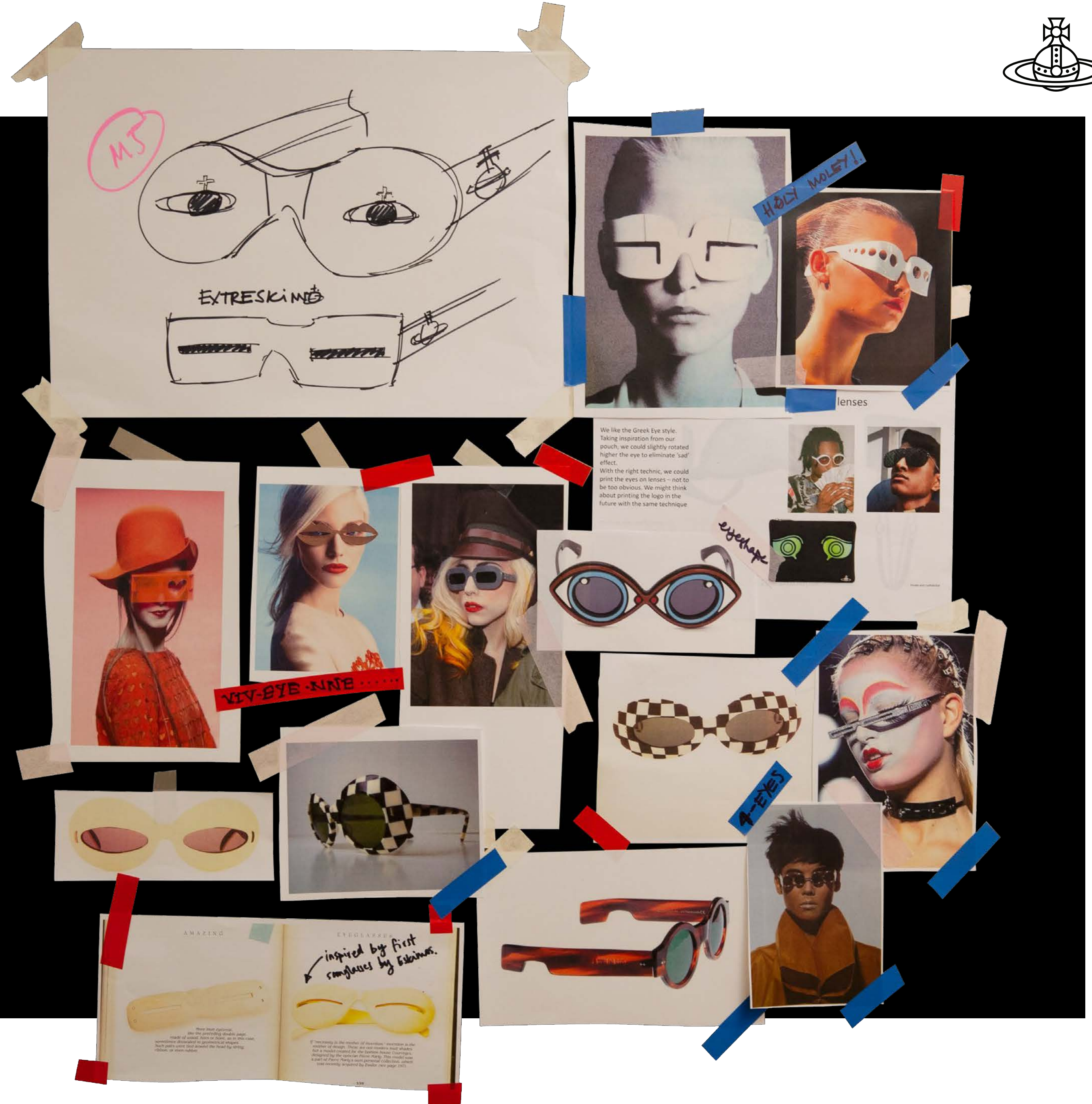


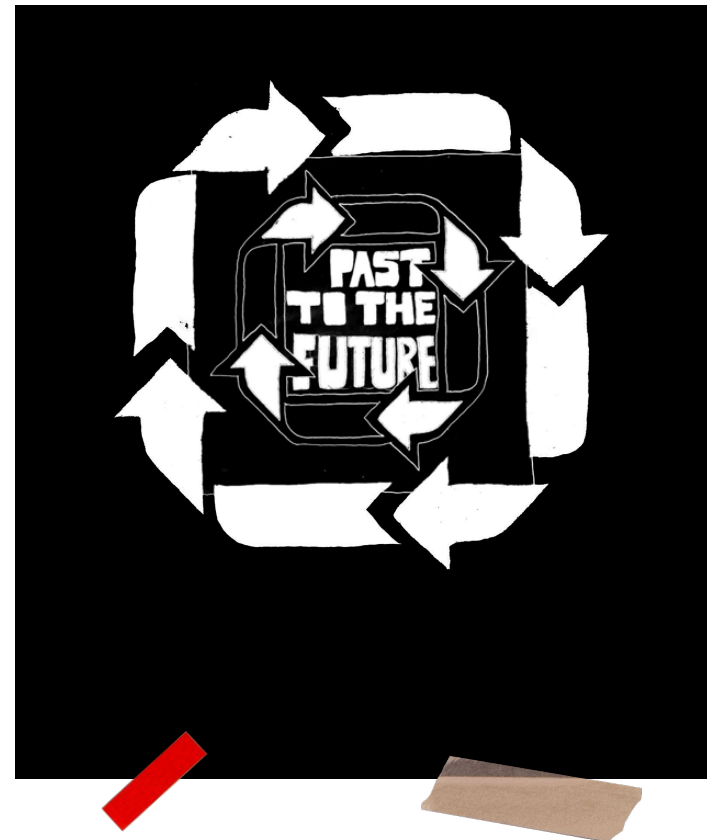
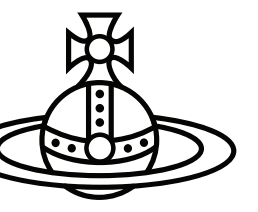


# PAST TO FUTURE

Perfectly embodying Vivienne's idea of taking tradition into the future.

Taking inspiration from the very first sunglass by Eskimos, form follows function combined with the brand's long history of design.





CODE PDM016784  
SIZE 50/23-140 B 26



195 Crystal Champagne

## PAST TO FUTURE

Perfectly embodying Vivienne's idea of taking tradition into the future.

Taking inspiration from the very first sunglass by Eskimos, form follows function combined with the brand's long history of design.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



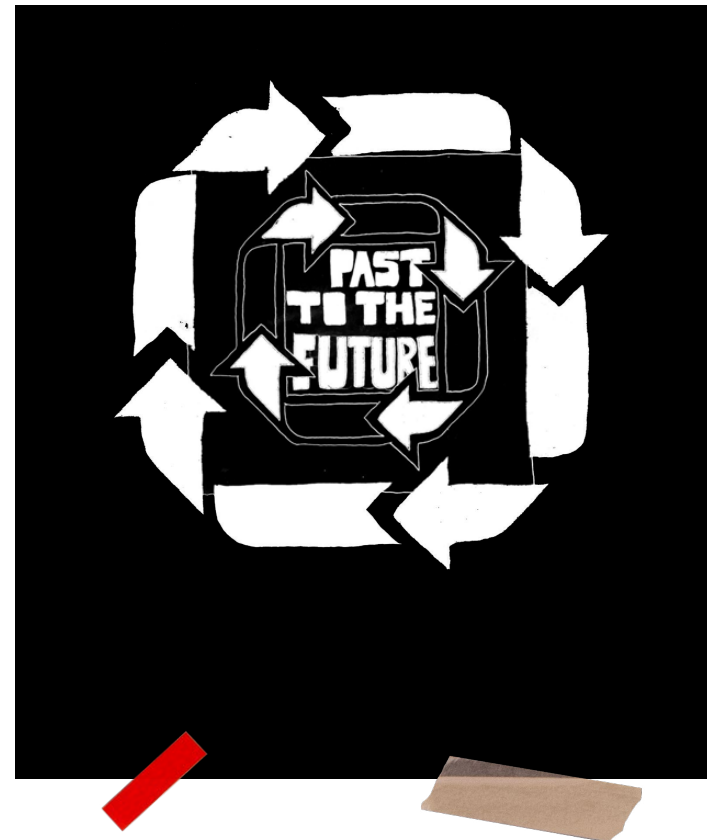
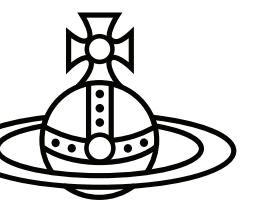
001 Black



111 Honey Tort



318 Crystal Orange



CODE PDM016785  
SIZE 134-145 B 47

## PAST TO FUTURE

A nod to the retro. Acetate fronts are delicately milled to create a step down giving way to single piece mask lens fitting flush into the frame.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



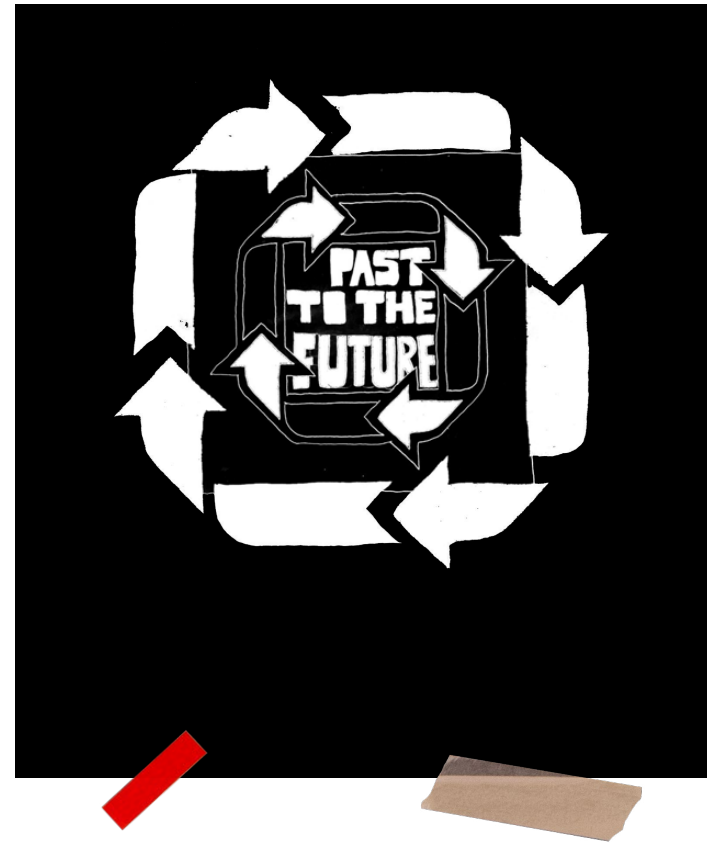
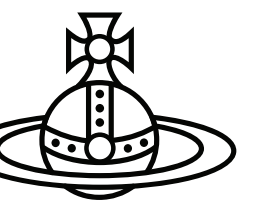
127 Tort



043 Black Tort



950 Crystal Grey



CODE PDM016786  
SIZE 128-140 B 40



043 Black Tort

## PAST TO FUTURE

A nod to the retro. Acetate fronts are delicately milled to create a step down giving way to single piece mask lens fitting flush into the frame.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



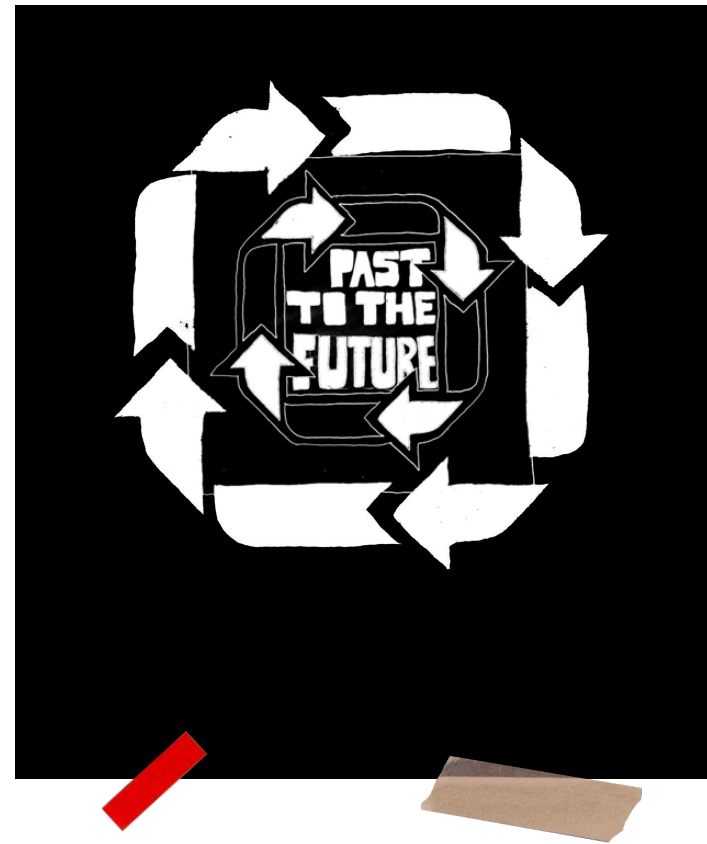
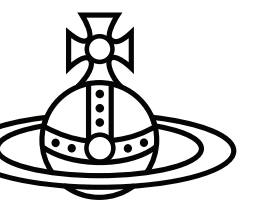
127 Tort

AMENDS: Change to Honey Tort as PDM016784 col 111



950 Grey





CODE PDM016787  
SIZE 130-140 B 56



950 Crystal Grey

## PAST TO FUTURE

Inspired by retro ski goggles. Acetate fronts are delicately milled to create a step down giving way to single piece mask lens fitting flush into the frame.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



043 Black Tort



318 Crystal Orange

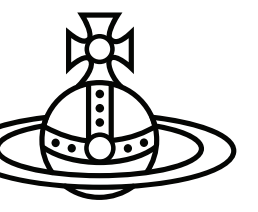
AMENDS: To be Crystals Orange as PDM016784 col 318



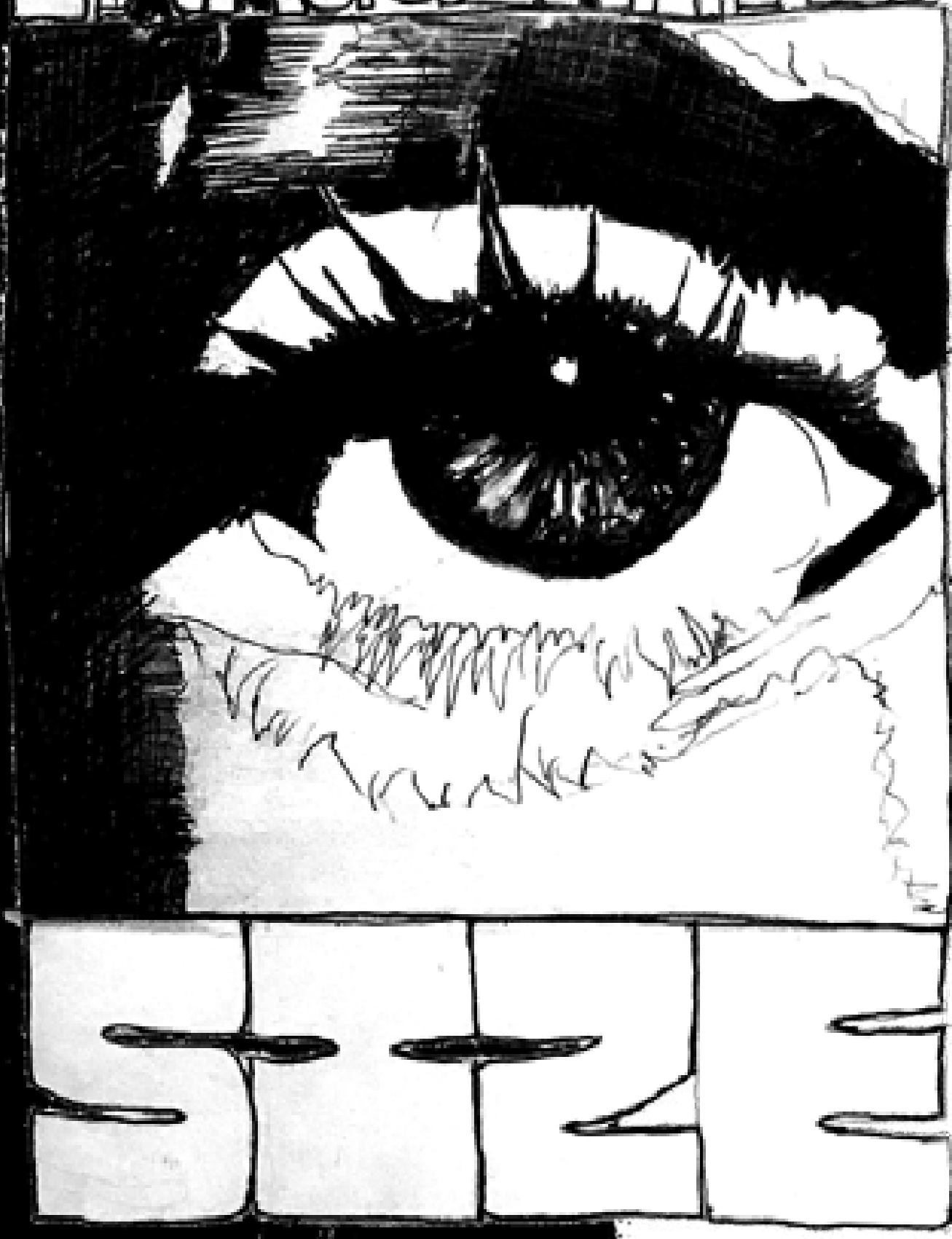
127 Tort

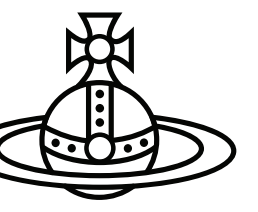






EXAGGERATED





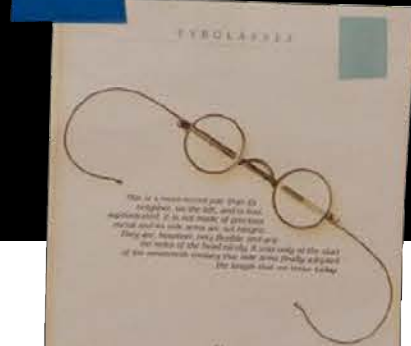
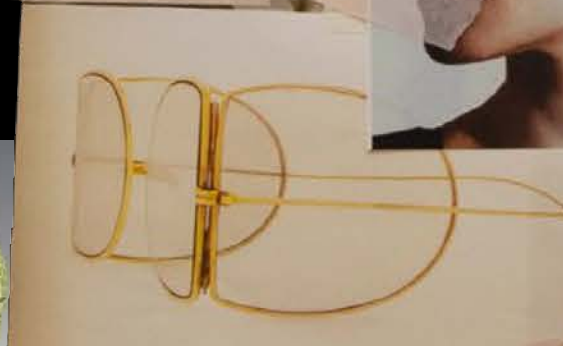
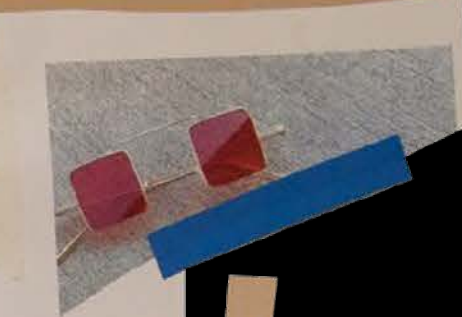
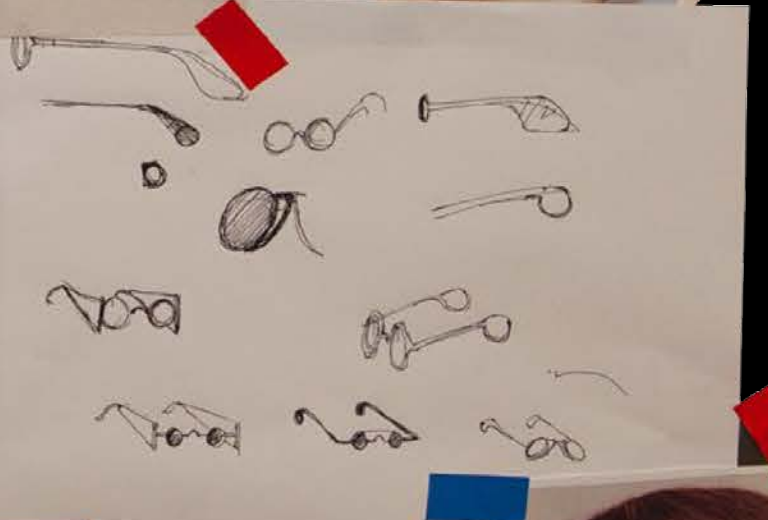
EXAGGERATED

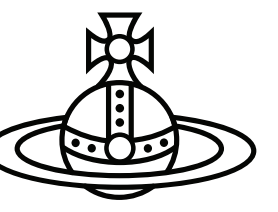
SIZE

# EXAGGERATED SIZE

Inspired by one of Vivienne's most iconic runway moments with Naomi Campbell, we explore the exaggerated.

Where oversized front shapes are juxtaposed with slimline temple treatments.





CODE PDM016777  
SIZE 55/20-140 B 50

## EXAGGERATED SIZE

Oversized front shapes are pulled in all directions to give character to new forms. Whilst slimline drop temples weave contrasting colour blocking into frames.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



170 Dark Brown/ Amber



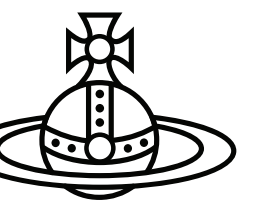
127 Tort



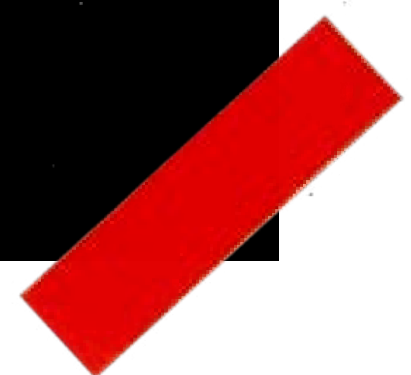
232 Pink Horn

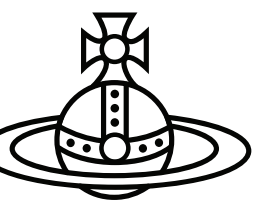


635 Blue Horn



CLASSIC  
Westwood

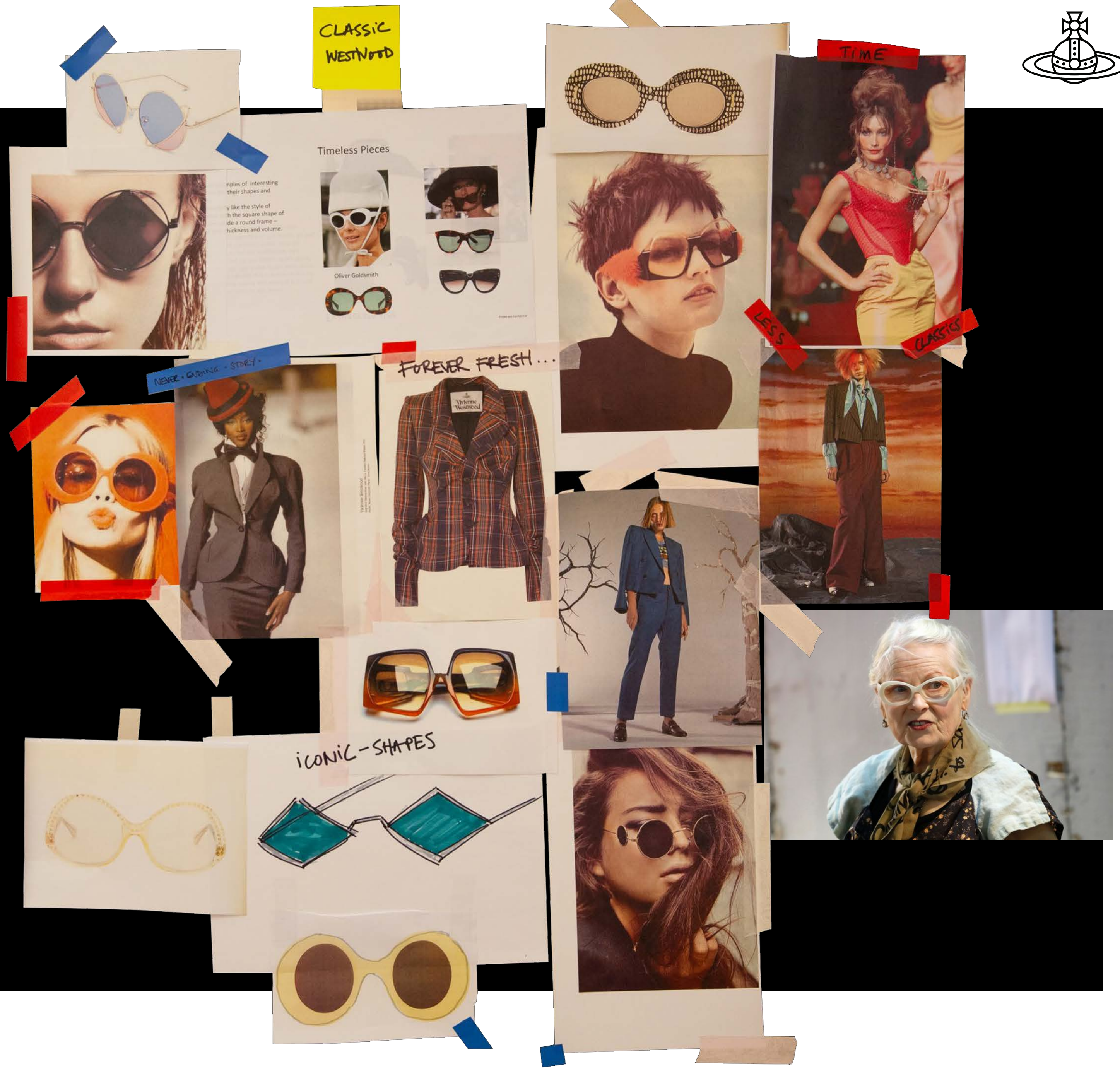




# CLASSIC WESTWOOD

We've turned up the volume on classic eyeshapes.

Bevelled edges add a play on volume whilst deep profile temples in set with Vivienne's iconic orb logo give the frames another dimension.



CLASSIC WESTWOOD

Timeless Pieces

Examples of interesting their shapes and like the style of h the square shape of de a round frame -- thickness and volume.

Oliver Goldsmith

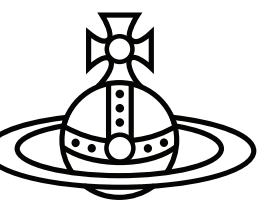
FOREVER FRESH...

ICONIC-SHAPES

TIME

LESS

CLASSIC



CODE PDM016780  
SIZE 53/22-140 B 40



615 Blue Horn

## CLASSIC WESTWOOD

A classic oval silhouette favoured by Vivienne herself is given a fresh update with deep rich horn effect bio-acetates and two-tone laminated finishes with pearlised interiors.

Handcrafted in Mazzucchelli M49 Bio-Acetate.



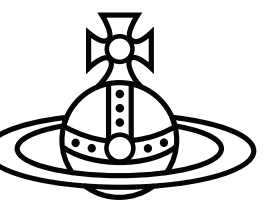
158 Brown Horn/ Nude Pearl



961 Grey Horn/ Grey Pearl



043 Black Tort



CODE PDM016789  
SIZE 57/16-140 B 48



909 Antique Gun

## CLASSIC WESTWOOD

Milled stainless steel lends gravitas to these modern geometric frames. Soft bevelled temples and vintage inspired acetate nose pads elevate this design.

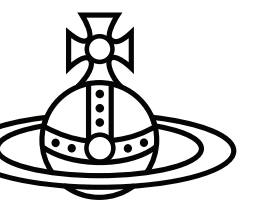
Temple tips handcrafted in Mazzucchelli M49 Bio-Acetate.



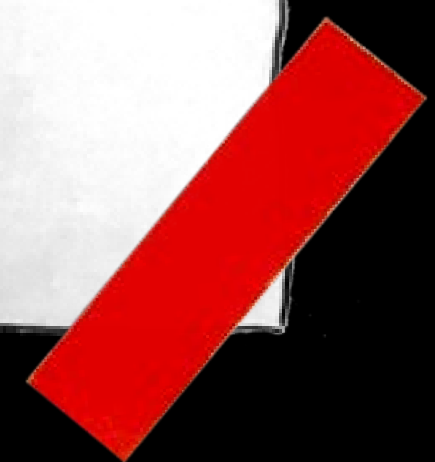
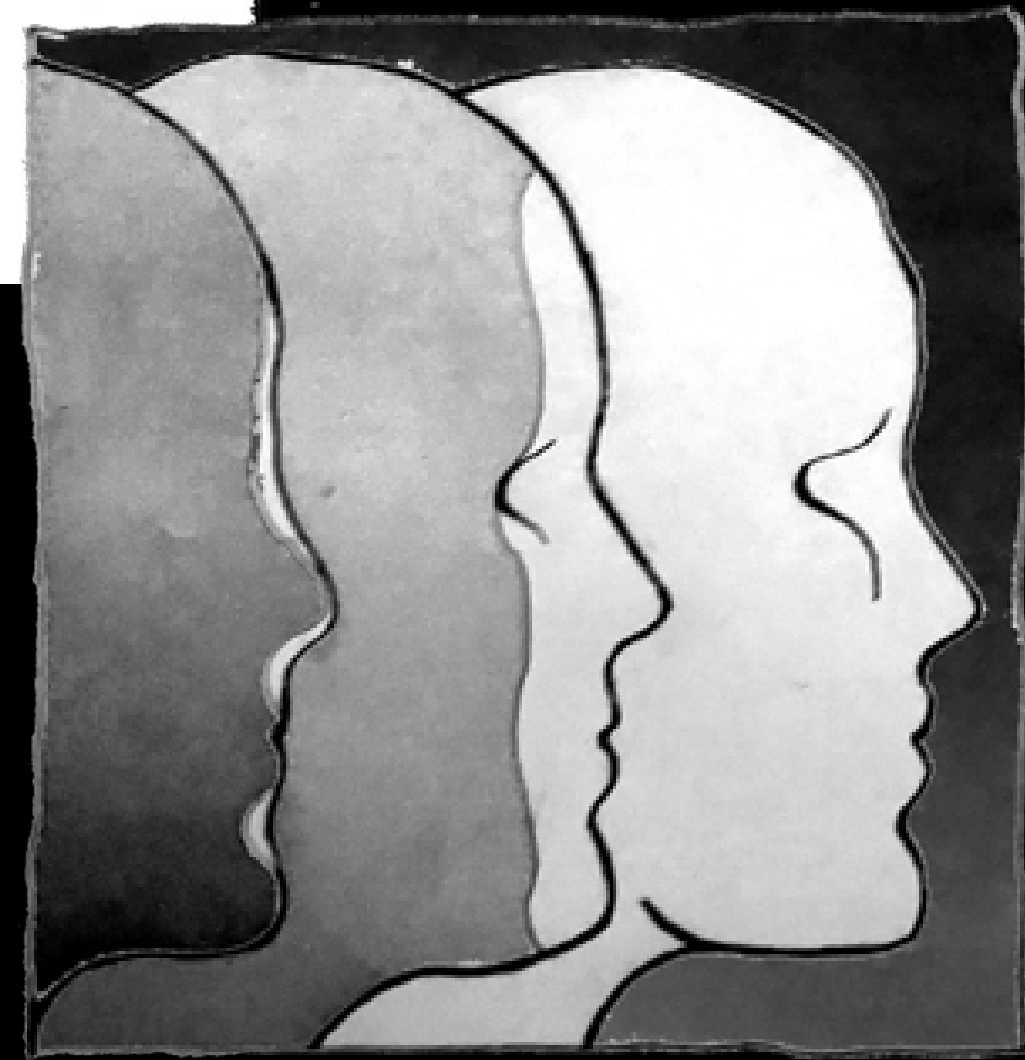
408 Light Gold



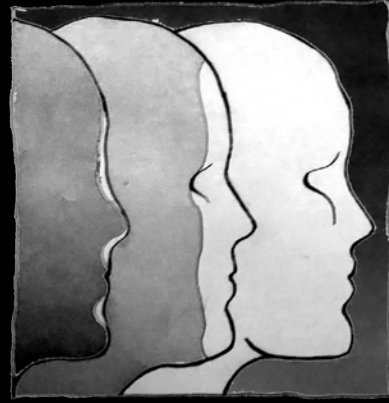
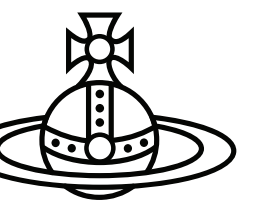
901 Light Gun



# ANDROGOGY SYMMETRY







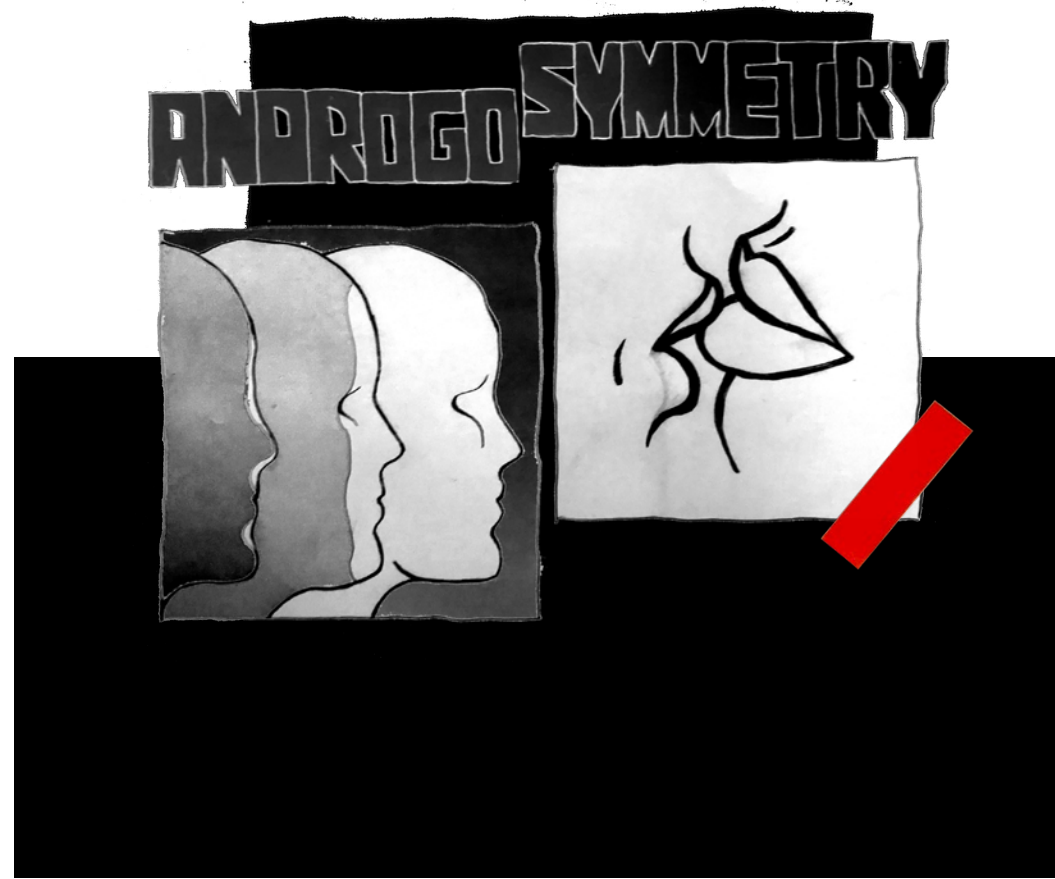
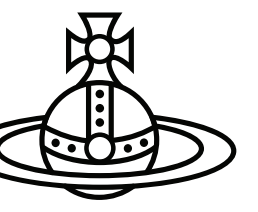
# ASYMMETRY

Frames are cut in half and the pieces come back together with fresh asymmetry.

Shapes are flipped on their head and lenses form new geometry with in frames manifesting in a subtle twist on the eye.



Swarovsky Sunglasses  
We would like to introduce in our sunglasses the concept of the unusual in the usual like Swarovsky crystals or our classic Larian pattern on a fabric on the inner side of sunglasses.  
Whoever is wearing in this picture a pair of glasses that had little Swarovsky crystals scattered on the inner side of the frame



CODE PDM016774  
SIZE 58/12-140 B 33



255 Crystal Pink

## ASYMMETRY

Sleek and narrow, these frames play on odd symmetry with lenses flipped 180 degrees and combined with tonal lens colours for a subtle twist.

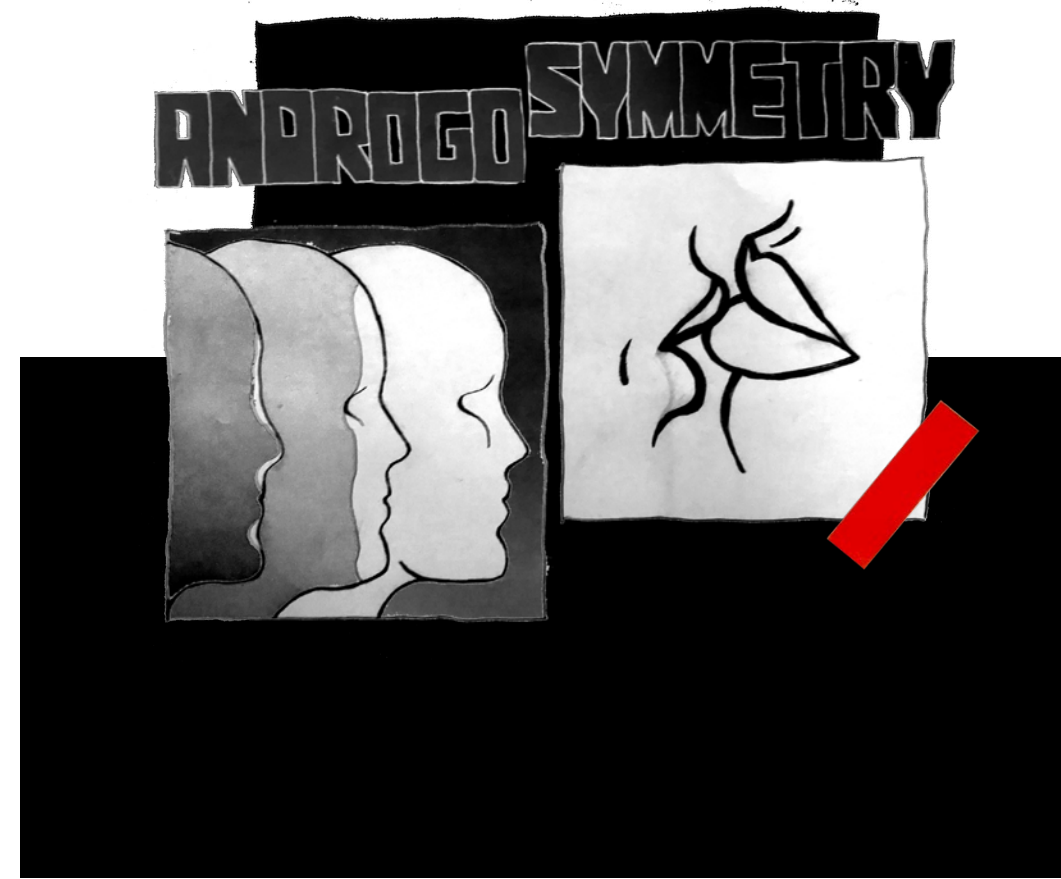
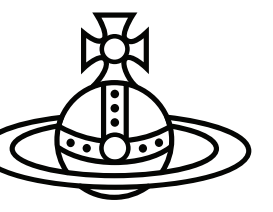
Handcrafted in Mazzucchelli M49 Bio-Acetate.



134 Natural Horn



001 Black



CODE PDM016776  
SIZE 54/19-145 B 48



001 Black

## ASYMMETRY

An essential pilot shape with tapered lines playing on depth and geometry giving a new spin to your look. Vivienne's iconic orb logo adorn temples.

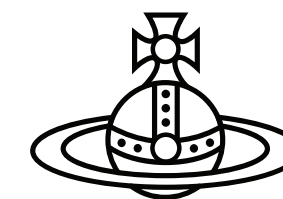
Handcrafted in Mazzucchelli M49 Bio-Acetate.



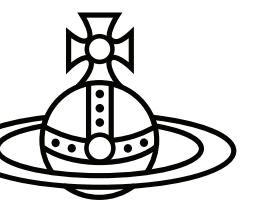
134 Natural Horn



255 Crystal Pink







CODE PDM016792  
SIZE 55/18-140 B 34



800 Crystal

## ANARCHIST

Make a statement with Vivienne's graffiti logo scrawled across the frame, wrapping across the front and temples for an offbeat look.

Handcrafted in Mazzucchelli M49 Bio-Acetate.

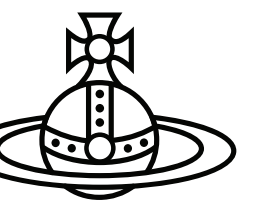


001 Black



776 Crystal Purple

AMENDS: Graffiti logo to be all over as per col 001 & 800



CODE PDM016795  
SIZE 153-135 B 47



400 Gold

## ANARCHIST

A fresh take on the rimless mask, taking an exaggerated cat eye shape and bevelling across the top edge. Mixed and matched with sleek metal temples tapering to Vivienne's signature V shape

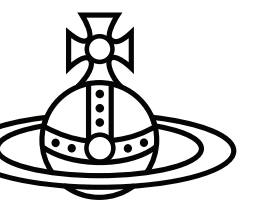
Temple tips handcrafted in Mazzucchelli M49 Bio-Acetate.



402 Light Gold



800 Silver



CODE PDM016791  
SIZE 59/15-140 B 48



408 Light Gold

## ANARCHIST

Do it yourself with mixed finishes as satin metal chassis are held in place with contrasting two tone metal twists across the topbar.

Temple tips handcrafted in Mazzucchelli M49 Bio-Acetate.

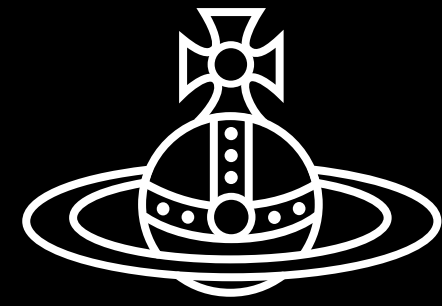


002 Black



909 Antique Gun





Vivienne  
Westwood