



ZOOBUG
LONDON

IT'S EVERYTHING ZOOBUG IS.

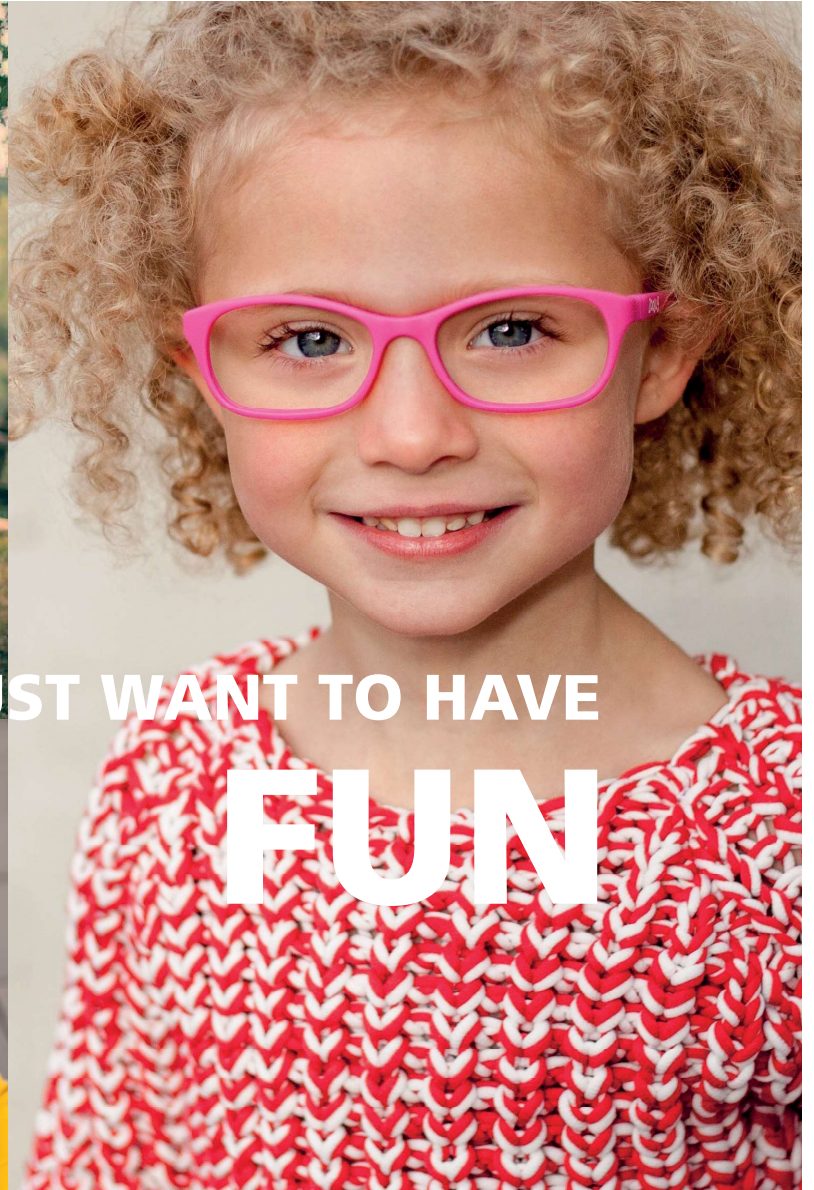


FUN & MISCHIEVOUS
MIDO 2018





ZOOBUG LONDON



IT'S BECAUSE WE KNOW



THAT KIDS JUST WANT TO HAVE

FUN





ZOOBUG LONDON



**THE EYE SURGEON
DR JULIE DIEM LE
FOUNDED
ZOOBUG LONDON
IN 2006**





ZOOBUG LONDON

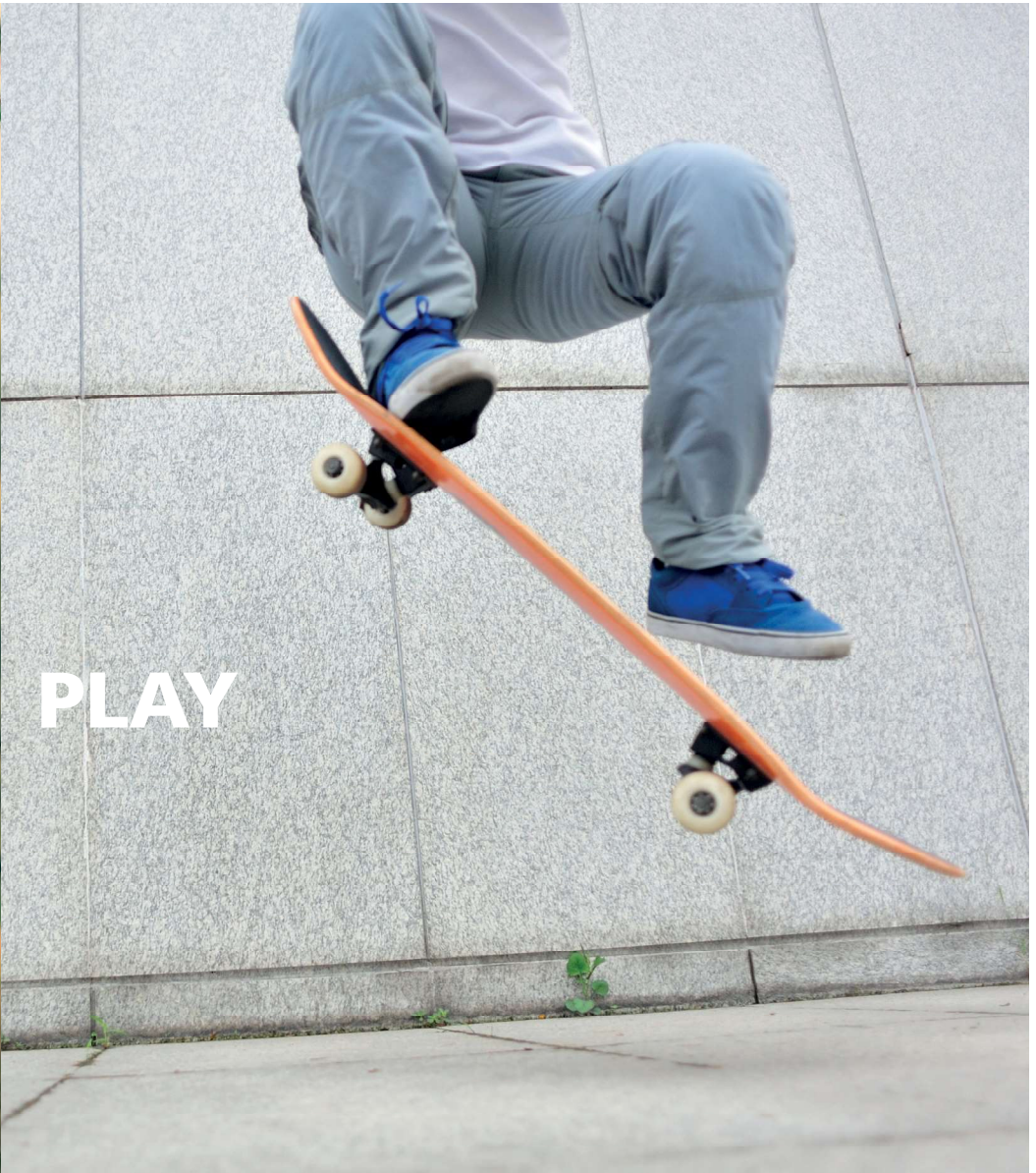


**'OUR MISSION IS TO HELP CHILDREN
SEE WELL AND LOOK GREAT'**

Dr Julie Diem Le, Founder



IN ALL



PLAY



ZOOBUG LONDON



AND DESIGNED
JUST FOR KIDS



ZOOBUG LONDON



FOR BOYS & GIRLS

OPTICAL & SUNGLASS COLLECTIONS



IN A 3 SPECIFIC RANGES



0 / 3 YEARS



4 / 9 YEARS



5 / 12 YEARS



**OUR PRODUCTS ARE TECHNICALS
& COMFORTABLE**





COLLECTION PLAN

MIDO 2018



ZOOBUG LONDON



S/S 2018
MIDO 2018



HIGH-IMPACT STYLE FOR KIDS



With a nod to its iconic, award-winning styles of the past, the S/S 2018 collection mixes a strong palette of colours of the season and innovative design features with adventurous shapes that kids of all ages will love to wear.

True to its mission to produce outstanding design, adult-quality UV protection and an excellent fit on small faces, three individual sunglass sizes are launched for the first time for S/S 2018, ensuring a comprehensive choice of stylish fashion products with trendy details and colour variations for the different ages – alongside ZOOBUG's state-of-the-art technical details which ensure a safe and reliable fit on a child's face.



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PRODUCT FOCUS
MIDO 2018



01 TR 90 Ultralight

The design respects the unique anatomy of a baby's face as it grows in particular the under developed nose bridge and positioning of the eyes and ears.
It is not enough to scale down an adult version or a big kids frame as babies require a specialist fit.





02 ONE PIECE RUBBER Flex



One-piece,
no joint or metal part

Detachable **headband** with
earlock to prevent the frame
slipping forward

Adjustable **ultra flexible**
hinge cut to fit



02 ONE PIECE RUBBER Active Bestsellers

ZB 1022

SIZE ●●●
39 • 14 • 110



ZB 1023

SIZE ●●●
41 • 15 • 115



ZB 1026

SIZE ●●●
43 • 16 • 115





03 ACETATE Hand-Made



OBE German Flex Uno Hinge
instant repair - no spare temple
parts needed

Hand-Made hypoallergenic
acetate frame

Optional **plug-in silicone nose pads**
for Asian or small nose fit



04 BABY FRAMES



Category 3

Polarised lens,
100% UV protection;
shatterproof safe;
provides complete coverage of eyes

German made hypoallergenic
silicone nose pad:
provides support and comfort
for small noses;
built up design prevents long
lashes touching lens.

Award-winning design:
Zoobug logo metal inset;
hand-made in acetate;
trendsetting styles.

Surgical grade silicone curl tip:
non-toxic and mouldable;
helps keep frame on;
ideal for babies lying in pushchairs



05 SUNGLASSES RANGE



Category 3

Grey tint polarised mirrored lens,
100% UV protection;
shatterproof safe;
provides complete coverage of eyes

Each pair of sunglasses comes with optional plug-in silicone pads to prevent slippage. Also perfect for flatter, wider bridges and Asian noses.

Award-winning design:
Zoobug logo metal inset;
hand-made in acetate;
trendsetting styles.



06 DOUBLE INJECTION Rubber Layer





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COLLECTION PLAN
MIDO 2018



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ZB 1003

SIZE ●●●
45 • 18 • 120

MATERIAL ●●●
Acetate



REF ●●●

185

COLOURS ●●●

●● Tortoise / Lilac

303

●● Orange / Blue

ZB 1004

SIZE ●●●
46 • 17 • 120

MATERIAL ●●●
Acetate



REF ●●●

217

COLOURS ●●●

●● Pink Gradient

602

●● Navy / Blue

706

●● Pink / Purple



ZB 1005

SIZE ●●●
47 • 14 • 125

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

188	● ●	Tortoise / Blue
303	● ●	Orange / Blue
614	● ●	Blue Gradient
715	● ●	Purple / Pink

ZB 1006

SIZE ●●●
49 • 14 • 130

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

188	● ●	Tortoise / Blue
217	● ●	Pink Gradient
303	● ●	Orange / Blue
614	● ●	Blue Gradient



ZB 1008

SIZE ●●●
38 • 15 • 105

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

206		Pink
431		Yellow
617		Blue
635		Blue

ZB 1009

SIZE ●●●
40 • 15 • 105

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

287		Red
676		Blue
731		Violet
762		Lilac
877		Coral



ZOOBUG LONDON

ZB 1010

SIZE ●●●
43 • 17 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

- 183 ●●● Tortoise Shell
- 215 ●●● Raspberry
- 271 ●●● Pink
- 686 ●●● Blue

ZB 1011

SIZE ●●●
46 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

- 001 ●●● Black
- 215 ●●● Raspberry
- 686 ●●● Blue
- 763 ●●● Lilac

ZB 1012

SIZE ●●●
47 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

- 001 ●●● Black
- 009 ●●● Black
- 104 ●●● Tortoise
- 183 ●●● Tortoise Shell
- 518 ●●● Turquoise



ZB 1014

SIZE ●●●
47 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

001	● ●	Black
183	● ●	Brown Tortoise
287	● ●	Red
518	● ●	Turquoise

ZB 1015

SIZE ●●●
49 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

001	● ●	Black
183	● ●	Tortoise Shell
287	● ●	Red

ZB 1016

SIZE ●●●
50 • 17 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

001	● ●	Black
011	● ●	Black
101	● ●	Tortoise
215	● ●	Raspberry
686	● ●	Blue



ZB 1018

SIZE ●●●
42 • 16 • 120

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

200

● ● Red

274

● ● Pink

792

● ● Navy

ZB 1020

SIZE ●●●
45 • 16 • 120

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

209

● ● Pink

528

● ● Mint



ZB 1021

SIZE ●●●
37 • 15 • 115

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- 219 ●●● Rose
- 546 ●●● Green
- 605 ●●● Blue
- 730 ●●● Lilac

ZB 1022

SIZE ●●●
39 • 14 • 110

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- 219 ●●● Red
- 546 ●●● Pink
- 605 ●●● Blue
- 730 ●●● Purple

ZB 1023

SIZE ●●●
41 • 15 • 115

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- 235 ●●● Red
- 273 ●●● Pink
- 546 ●●● Green
- 626 ●●● Blue



ZB 1024

SIZE ●●●
48 • 16 • 115

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- | | | |
|-----|-----|--------|
| 046 | ● ● | Black |
| 219 | ● ● | Rose |
| 626 | ● ● | Blue |
| 783 | ● ● | Purple |

ZB 1025

SIZE ●●●
44 • 15 • 115

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- | | | |
|-----|-----|-------|
| 546 | ● ● | Green |
| 605 | ● ● | Blue |
| 638 | ● ● | Navy |
| 730 | ● ● | Lilac |

ZB 1026

SIZE ●●●
43 • 16 • 115

MATERIAL ●●●
One Piece Rubber Flex



REF ●●●

COLOURS ●●●

- | | | |
|-----|-----|--------|
| 235 | ● ● | Red |
| 605 | ● ● | Blue |
| 638 | ● ● | Navy |
| 783 | ● ● | Purple |



ZOOBUG LONDON

ZB 1027

SIZE ●●●
48 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

206

● ● Pink

215

● ● Raspberry

686

● ● Blue

ZB 1029

SIZE ●●●
50 • 16 • 130

MATERIAL ●●●
TR 90



REF ●●●

COLOURS ●●●

001

● ● Black

518

● ● Turquoise

900

● ● Grey



ZB 1030

SIZE ●●●
42 • 19 • 120

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

601

● ● Blue

744

● ● Purple

793

● ● Lilac

ZB 1031

SIZE ●●●
43 • 17 • 120

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

200

● ● Red

594

● ● Green

657

● ● Blue



ZB 1032

SIZE ●●●
45 • 17 • 125

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

200 ●● Red

692 ●● Blue / Grey

703 ●● Purple

ZB 1033

SIZE ●●●
48 • 17 • 130

MATERIAL ●●●
Acetate



REF ●●●

COLOURS ●●●

657 ●● Blue

744 ●● Purple

996 ●● Grey



ZB 3001

SIZE ●●●
42 • 17 • 120

MATERIAL ●●●
Metal



REF ●●●

COLOURS ●●●

119

●● Tortoise Yellow

291

●● Rose

594

●● Green

ZB 3002

SIZE ●●●
47 • 22 • 130

MATERIAL ●●●
Metal



REF ●●●

COLOURS ●●●

148

●● Tortoise Brown

594

●● Green

793

●● Lilac



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New MyZooBug

ZOOBUG LONDON

ZB 5001

SIZE ●●●
41 • 17 • 95

MATERIAL ●●●
Double Injection Rubber



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
210	Pink / White	Grey	3
293	Red / Grey	Grey	3
608	Blue / Green	Grey	3

ZB 5002

SIZE ●●●
42 • 14 • 100

MATERIAL ●●●
Double Injection Rubber



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
210	Pink / White	Grey	3
764	Purple / Pink	Grey	3



New 

ZOOBUG LONDON

ZB 5004

SIZE ●●●
53 • 15 • 116

MATERIAL ●●●
Double Injection Rubber



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
764	● Purple / Pink	● Grey	3
884	○ White / Blue	● Grey	3

ZB 5005

SIZE ●●●
45 • 20 • 120

MATERIAL ●●●
Double Injection Rubber



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
293	● Red / Grey	● Grey	3
608	● Blue / Green	● Grey	3
764	● Purple / Pink	● Grey	3
829	● Silver / Orange	● Grey	3



New

ZOOBUG LONDON

ZB 5026

SIZE ●●●
39 • 22 • 84

MATERIAL ●●●
Acetate



ZB 5027

SIZE ●●●
40 • 22 • 81

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
229	●● Fluo Pink	● Gold	3
426	●● Fluo Yellow	● Ice Blue	3
601	●● Blue Stripes	● Pink Gold	3
805	○ ○ White	● Yellow Gold	3

REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
327	●● Fluo Orange	● Ice Blue	3
678	●● Pastel Blue	● Gold	3
805	○ ○ White	● Purple Red	3
906	●● Grey Brown	● Purple Blue	3



New

ZOOBUG LONDON

ZB 5028

SIZE ●●●
50 • 13 • 120

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
229	●● Fluo Pink	● Purple	3
530	●● Fluo Green	● Purple Blue	3
541	●● Clear Grey	● Yellow Gold	3
601	●● Blue Stripes	● Gold	3

ZB 5029

SIZE ●●●
43 • 17 • 120

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
252	●● Fluo Pink	● Ice Blue	3
554	●● Pastel Green	● Pink Gold	3
658	●● Translucent Blue	● Gold	3
705	●● Pink Lilac	● Light Gold	3



New

ZOOBUG LONDON

ZB 5030

SIZE ●●●
42 • 19 • 120

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
229	●● Fluo Pink	● Ice Blue	3
426	●● Fluo Yellow	● Pink Gold	3
601	●● Blue Stripes	● Gold	3
678	●● Pastel Blue	● Blue	3

ZB 5031

SIZE ●●●
49 • 16 • 125

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
426	●● Fluo Yellow	● Gold	3
530	●● Fluo Green	● Purple Red	3
601	●● Blue Stripes	● Yellow Gold	3
906	●● Grey Brown	● Purple Blue	3

ZB 5032

SIZE ●●●
47 • 17 • 125

MATERIAL ●●●
Acetate



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
229	●● Fluo Pink	● Ice Blue	3
541	●● Clear Grey	● Yellow Gold	3
601	●● Blue Stripes	● Pink Gold	3
805	○ ○ White	● Purple	3



New

ZOOBUG LONDON

ZB 7001

SIZE ●●●
46 • 17 • 130

MATERIAL ●●●
Metal



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
390	● ● Orange	● Gold	3
508	● ● Green	● Purple Blue	3
606	● ● Blue	● Yellow Gold	3
793	● ● Purple	● Pink Gold	3

ZB 7002

SIZE ●●●
47 • 22 • 130

MATERIAL ●●●
Metal



REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●
230	● ● Pink	● Ice Blue	3
508	● ● Green	● Gold	3
899	○ ○ White	● Purple Blue	3
978	● ● Grey	● Yellow Gold	3



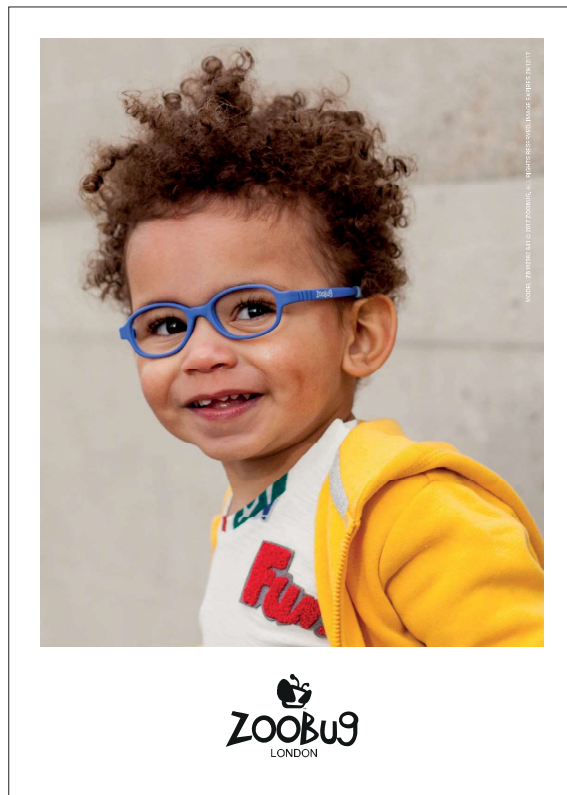
OUR SHOP VISIBILITY

MIDO 2018

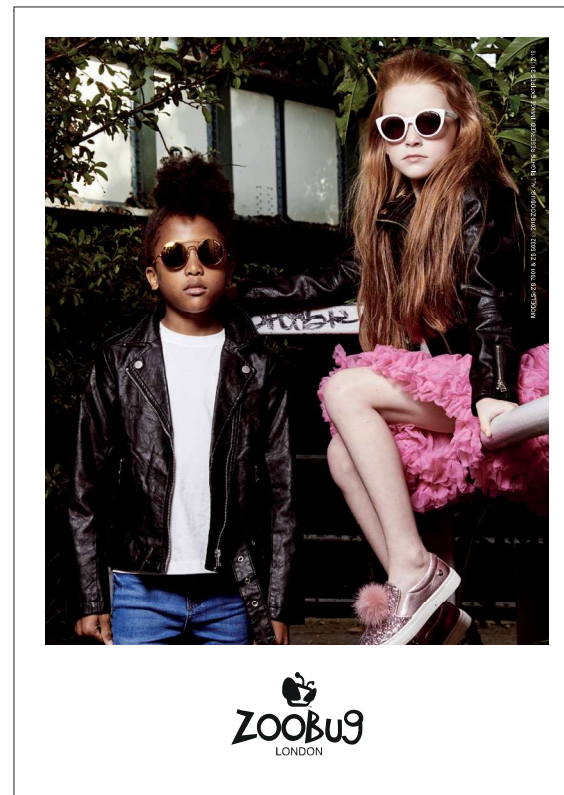


01 ZOOBUG A4 Showcard

REF ●●●
ZBSCV1AW17
A4 OPTICAL Showcard (A/W 17)



REF ●●●
ZBSCV2SS18
A4 SUNGLASS Showcard (S/S 18)



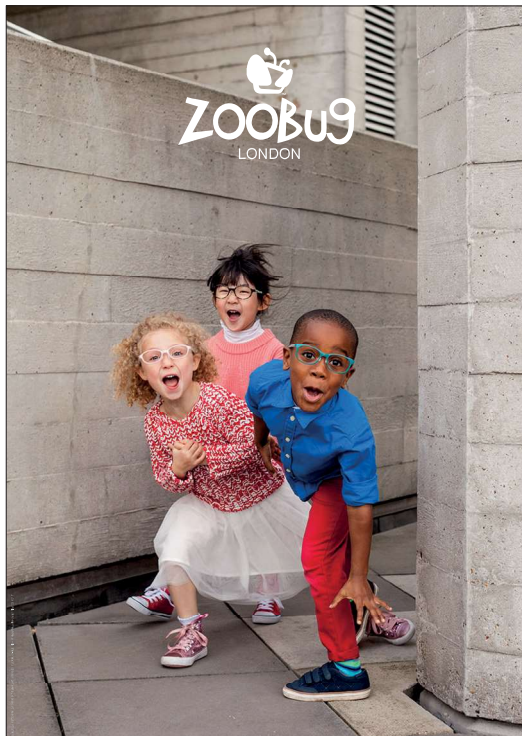


02 ZOOBUG Window Banner Double Sided

REF ●●●

ZBWBV1AW17

OPTICAL A1 Window Banner Double Sided (A/W 17)



REF ●●●

ZBWBV2AW17

SUNGLASS A1 Window Banner Double Sided (A/W17)



REF ●●●

ZBWBV2SS18

SUNGLASS A1 Window Banner Double Sided (S/S 18)





03 ZOOBUG POS

REF ●●●
ZBDS15098953308
10 Pieces Counter Top Display



REF ●●●
ZBLB15098952300
Logo Block (150 x 150 x 30 mm)





04 ZOOBUG Orange EVA Case with Cloth and Inserts

REF ●●●
ZB2016CASE

