

TED BAKER  
LONDON

SUN20 COLLECTION

**Ted's 20/20 Vision**

Ted's put in yet another virtuoso performance for his latest sunglasses release, delivering a collection brimming with meticulous design and classic styles.

The women's collection is marvellously multi-faceted. Acetate laminations trick the eye, intricate metalwork adds depth with form and colour, while larger than life logos add a bold, contemporary touch.

For the gents, there's an array of modern retro mash ups, featuring oversized logos and ingenious layered construction, adding the final touches to the refreshed and newly refined collection.

**Women's collection**

**KEYLA TBI589** is a lesson in modern eyewear manufacturing - and Ted's taking the class. Oversized laminated acetate has been carefully milled from front to back, to reveal hidden shapes and subtle variations of colour. Sister model **EMMY TBI569** uses the same refined aesthetic but applies it to a signature cat-eye silhouette. Visual trickery continues with Ted's butterfly style **LULA TBI576**, but here the spotlight's on metal, with a beautifully-crafted frame that sits afloat of an oversized mirrored lens form. Ted's meticulous attention to details continues, in the delicate faceting around the lugs and temples that flow into rich marbled acetate.

Ted considered himself quite the skater back in the day. Which is why streetwear influences are noticeably evident on the **AUDNEY TBI565** frame, with the signature logo milled away inside and out, in a truly unapologetic style.

Inspired by the glamorous 70's are **PEPPA TBI590** and **SANNA TBI568**. PEPPA comes in the newly-introduced Coffee Gold colourway, a Ted twist on the classic rose gold. Two-tone metal fixtures enfold the edges of the round silhouette, but it's the matched hues of acetate and lens tints that sets it apart from the rest. Metalwork is the real standout in SANNA. Angular flows of metal run from the mid-mounted temples, in front of colour-matched lenses that seamlessly blend into the brow line.



EMMY TBI569



AUDNEY TBI565



PEPPA TBI590



## Men's collection

Ted's always loved a hasty retreat to his local river for a spot of fishing. And it's those moments of mindfulness that shaped **JARL TB1574**, a style that'll have you hook, line and sinker. The classic panto silhouette has been given a radically modern overhaul, thanks to front-mounted flat lenses and visible fixings. The lenses are tinted to match the acetate's colouration which includes new rich shades of Cognac and Beer. Elsewhere, the frame is perfectly period. Temples give fleeting glances of colour blocking, turned wire sections and end tips with fishing float motifs – leaving you in no doubt that this frame was dreamt upon the banks of a river.

Equally as striking is **MORTEN TB1598**, a wintery explorer-like round eye profile with an open double-nose bridge. The matte TR90 front is joined to a stainless-steel chassis, with heavily sculpted temples that flow from flat to square as the metal meets the acetate end tips. **EMIL TB1596** uses the same layered construction for an easy to wear box-shaped silhouette, while **JORN TB1597** has a panto profile and adds a new layer of translucence that exposes the internal metal frame.

Gripped by streetwear logomania is **HENDRIK TB1573**, a navigator-shaped sunglass with plenty of attitude. The oversized profile is reminiscent of masculine 80s style, with a striking milled logo temple that's been carefully carved into a thin layer of laminated acetate. The logo may be more restrained than AUDNEY in the women's collection, but the use duo-colours adds plenty of punch.

It wouldn't be a Ted collection without a flourish of refreshed prints. Hidden patterns and textures are a staple of Ted's apparel and **EINER TB1571** brings the goods too, featuring earthy leaf prints and suit pattern embellishments. EINER's timeless beach silhouette has been treated to an ivory crystal colouration, paired with solid coloured temples in a matching hue. **DIRK TB1593** is more classical in its aesthetic and colour palette, with an ultra-modern geometric print featured on tortoise, burgundy, black and navy models.



JARL TB1574



MORTEN TB1598



HENDRIK TB1573

Press Office

Elisabetta Dell'Antonia T+44 203 011 0712 [elisabettadellantonio@mondottica.com](mailto:elisabettadellantonio@mondottica.com)  
Facebook: mondotticagroup – Twitter: @mondotticagroup – Instagram: @mondottica

