JAGUAR



JAGUAR EYEWEAR

NEWS FALL/WINTER 2023

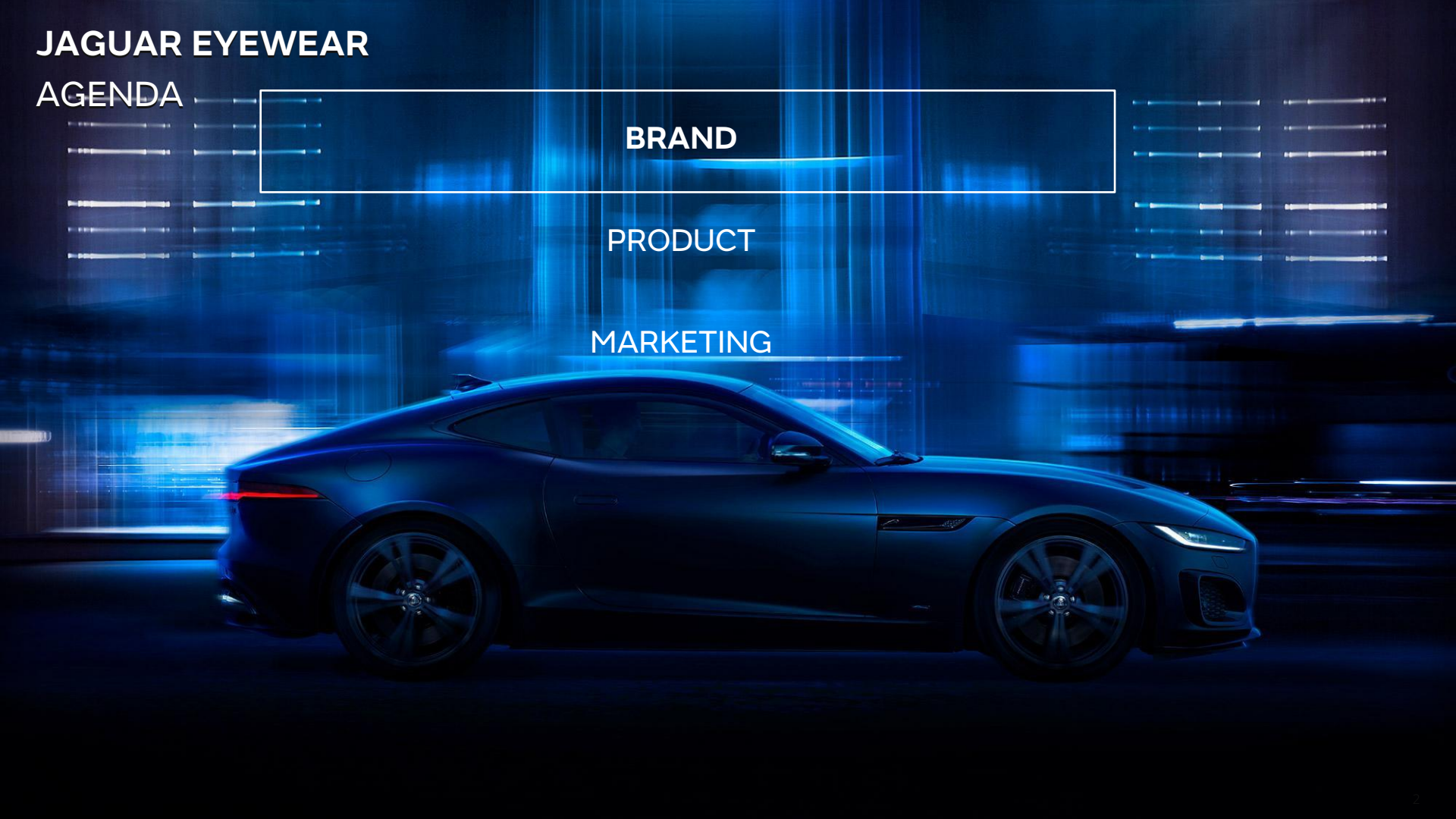
JAGUAR EYEWEAR

AGENDA

BRAND

PRODUCT

MARKETING



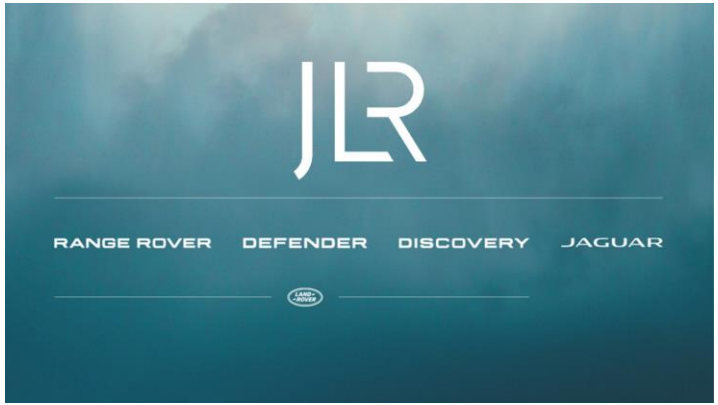
JLR
REIMAGINING MODERN LUXURY

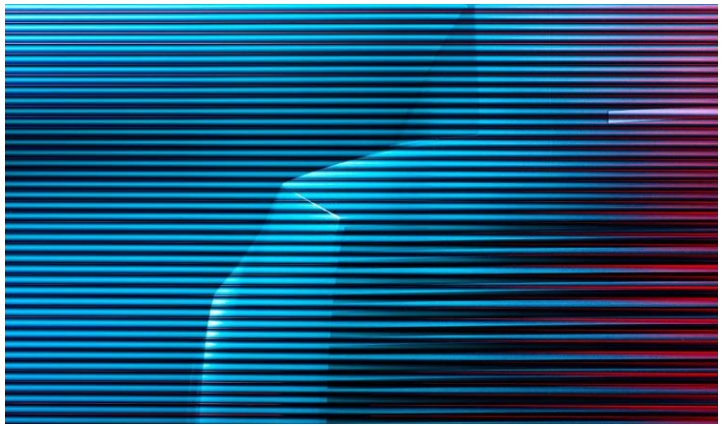
JAGUAR

- VISION for 2025
  - To become the proud creator of the world's most desirable luxury vehicles for the most discerning customers.

- NEW COMMUNICATION APPROACH as from 2023
  - new sophisticated/futuristic visual language
  - new JLR / brand logos & house of brands strategy

- FOLLOWED BY NEW PRODUCT DESIGN as from 2025





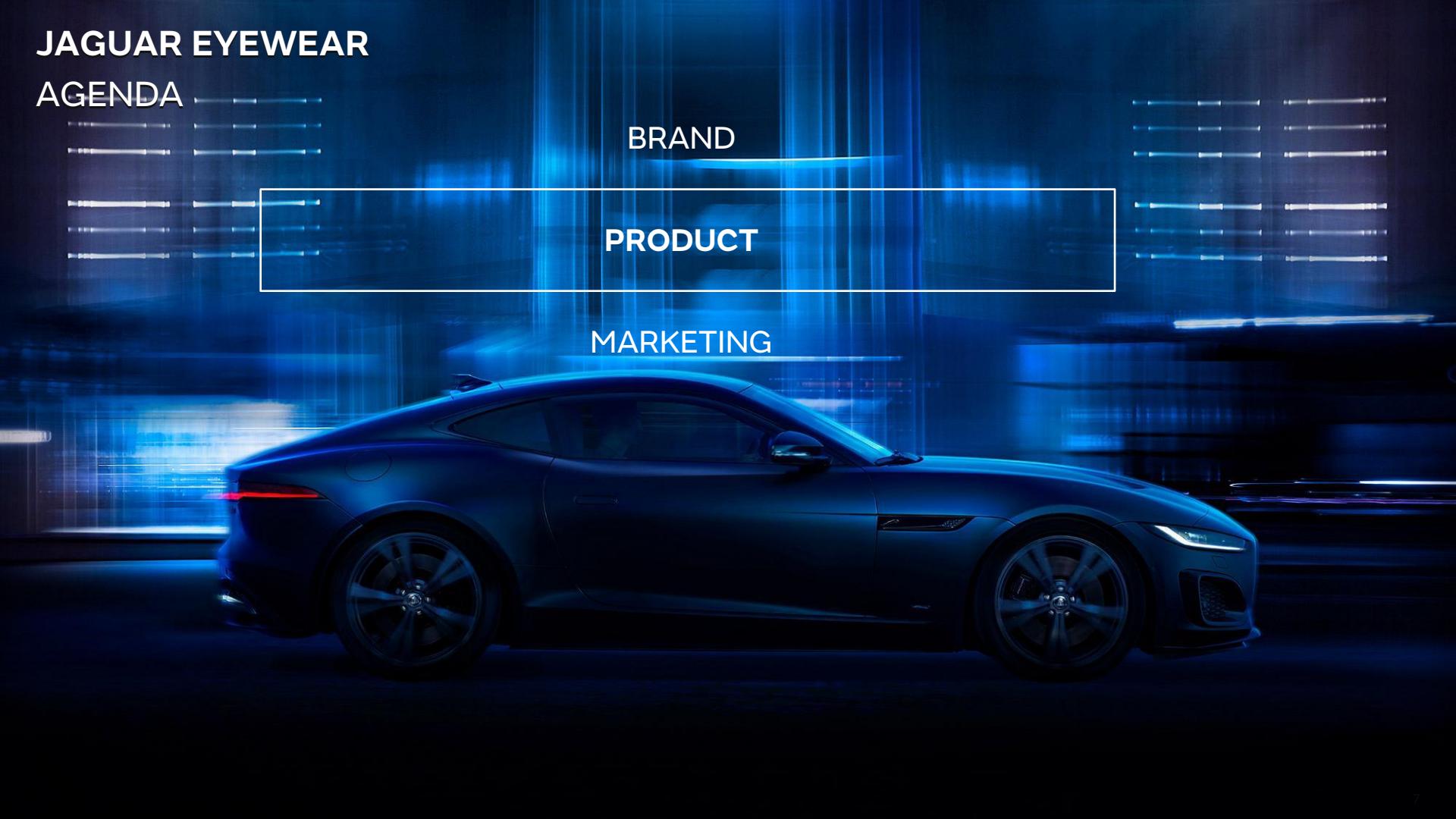
JAGUAR EYEWEAR

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JAGUAR EYEWEAR LAUNCG AUGUST 2023

JAGUAR

ADDTITIONS TO VARIOUS SEGMENTS

August 2023 Collection (Optical&Sun)

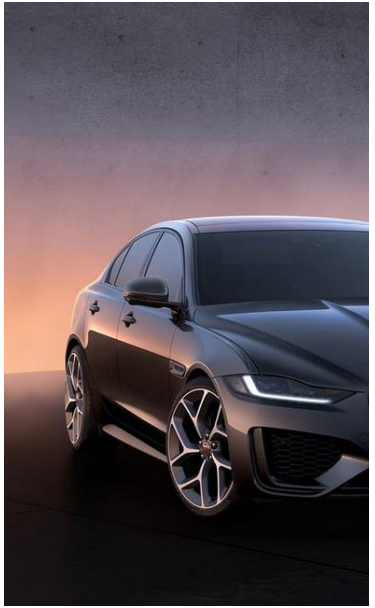
August 2023 Collection (Sun)











PERFORMANCE
Superb Materials

SPIRIT
Dynamic Color Accents

CLASSIC
Timeless Elegance

HERITAGE
Genuine Vintage Design

ULTIMATE
Zenith of Luxury

JAGUAR EYEWEAR : PERFORMANCE

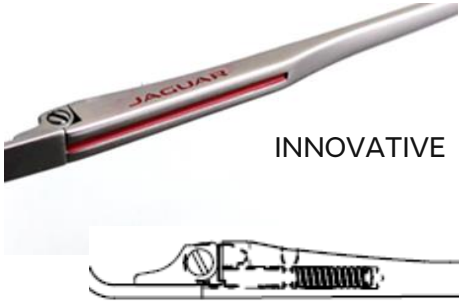
COMFORT, FUNCTIONALITY, INNOVATION











40 YEARS OF JAGUAR EYEWEAR

LIMITED EDITION SUNGLASS





37954
Titanium

Highlight



We celebrate 40 years Jaguar Eyewear!
Homage to our Original vintage style 709 from the 80ies
Modern version made in titanium

JAGUAR EYEWEAR : PERFORMANCE

CONTINUATION OF TITANIUM

JAGUAR





35602 Titanium
Modern Full rim



35603 Titanium
Panto Nylor

Highlight



Integrated spring hinge







JAGUAR EYEWEAR : PERFORMANCE

COMFORTABLE WEAR DUE TO ULTEM WITH RUBBER TEMPLE TIPS



36829 Ultem
Long Dunlop rubber temple tip



36830 Ultem
Metal bridge and
short Dunlop rubber temple tip

Highlight



New effect – Havana dual color



New effect – Havana gray gradient

JAGUAR EYEWEAR : PERFORMANCE SUN

CARBON TEMPLE AND ULTEM WITH RUBBER TEMPLE TIPS



37622 Ultem
Short Dunlop Rubber temple tip



37623 Ultem
Short Dunlop rubber temple tip



37624 Ultem
Carbon temple



37821 Metal
Carbon temple

JAGUAR EYEWEAR : SPIRIT

COLOUR, HIGH-CONTRAST, URBANITY

JAGUAR











JAGUAR EYEWEAR : SPIRIT

COLOR AND HIGH-CONTRAST

JAGUAR



JAGUAR EYEWEAR : SPIRIT

COLOR AND HIGH-CONTRAST

JAGUAR



31525 Acetate



33632 Metal Full Rim

Highlight





- Design inspired by Jaguar car
- Evergreen : Easy to wear shape with temple-end accent

JAGUAR EYEWEAR : SPIRIT

COLOR AND HIGH-CONTRAST

JAGUAR



33631 Metal Nylor

With colored nylon thread

Highlight





- Design inspired by Jaguar car
- Nylon thread with color

JAGUAR EYEWEAR : SPIRIT SUN

COLOR AND HIGH-CONTRAST

JAGUAR



37508 Metal



37509 Metal



37510 Metal

JAGUAR EYEWEAR : SPIRIT SUN

COLOR AND HIGH-CONTRAST



37181 Acetate



37261 Combi

JAGUAR EYEWEAR : CLASSIC

ELEGANCE, SOPHISTICATION, CRAFTSMANSHIP

JAGUAR



CRAFTSMANLIKE







JAGUAR EYEWEAR : CLASSIC

ELEGANCE, SOPHISTICATION, CRAFTSMANSHIP

JAGUAR



31030 Acetate



33122 Metal Nylor
Size 56 & 59

Highlight





Elegant and rich temple decoration featuring honeycomb pattern

JAGUAR EYEWEAR : CLASSIC

ELEGANCE, SOPHISTICATION, CRAFTSMANSHIP



33123 Metal



33124 Metal Regular Rim
Size 57 & 60

Highlight





Elegant and rich temple decoration
by honeycomb pattern from Auto

JAGUAR EYEWEAR : CLASSIC SUN

ELEGANCE, SOPHISTICATION, CRAFTSMANSHIP

JAGUAR



37204 Acetate



37205 Acetate



37369 Metal



37370 Metal

JAGUAR EYEWEAR : HERITAGE

LEGENDARY VINTAGE EYEWEAR





VINTAGE DESIGN



MODERN TWIST





JAGUAR EYEWEAR : HERITAGE SUN

LEGENDARY VINTAGE EYEWEAR



37280 Acetate



37281 Acetate



37282 Acetate



37466 Metal

JAGUAR EYEWEAR AUGUST 2023 : HIGHLIGHTS

CONTINUATION OF SUCCESSFUL PRODUCT STRATEGY



Dynamic Color Accents





Anniversary style in Performance Segment





Beautifully crafted details





Proven Jaguar Design Transfer



Design & Function

JAGUAR EYEWEAR : SIZING

ADDITIONAL SIZES IN TWO CLASSIC STYLES

JAGUAR

*Overview : Availability as of AUG 23

Classic



33103
56 & 60



33111
57 & 60



33115
57 & 60



33118
57 & 60



33120
56 & 60



33122
Size 56 & 59



33124
Size 57 & 60

AUG 23

Spirit



33603
56 & 60



33620
57 & 60

JAGUAR EYEWEAR : OVERVIEW AUGUST 2023 LAUNCH

11 OPTICAL STYLES

JAGUAR

Performance









Spirit







Classic









JAGUAR EYEWEAR : OVERVIEW AUGUST 2023 LAUNCH

18 SUN STYLES

JAGUAR

40 Years Anniversary Style



Performance	Spirit	Classic	Heritage
			
			
			
			

JAGUAR EYEWEAR : PRESENTATION SEQUENCE OPTICAL

Jaguar					
Korrektion	1 großer Koffer / 1 kleiner Koffer				
Lade	**oben**	**unten**	**Segment**	**Kassettenart**	
1	5602	5603	Performance-Titan	flach	Neuheiten Aug 23
2	5601	5600	Performance-Titan	flach	Neuheiten Apr 23
3	3844	3843	Performance	flach	
4	3842		Performance	flach	
5	6829	6830	Performance	flach	
6	6828	6827	Performance	flach	
7	6825	6826	Performance	flach	
8	6823	6824	Performance	flach	
9	6808		Performance	flach	
10	6807	6813	Performance	flach	
11	6822		Performance	flach	
12	3627	3628	Spirit Preiseinstieg	flach	
13	3621	3622	Spirit Preiseinstieg	flach	
13	3623	3624	Spirit Preiseinstieg	flach	
14	3631	3632	Spirit	flach	
15	3629	3630	Spirit	flach	
16	3625	3626	Spirit	flach	
17	3620	3619	Spirit	flach	
18	3617	3615	Spirit	flach	
19	3586		Spirit	flach	
20	3603	3599	Spirit	flach	
21	1525	1522	Spirit	flach	
22	1524	1523	Spirit	flach	
23	2501	1521	Spirit	flach	
24	1517	1520	Spirit	flach	
25	1511		Spirit	flach	
26	1710	1711	Heritage	flach	
27	1709		Heritage	flach	
28	2706	2707	Heritage	flach	
29	3722	3723	Heritage	flach	
30	3720	3721	Heritage	flach	
31	1030	1029	Classic	flach	
32	2009	2008	Classic	flach	
33	3122		Classic	flach	
34	3124	3123	Classic	flach	
35	3121	3119	Classic	flach	
36	3120		Classic	flach	
37	3118	3117	Classic	flach	
38	3115	3116	Classic	flach	
39	3113	3103	Classic	flach	
40	5064	5063	Classic-Titan	flach	

Stand: August 2023 **Alle Neuheiten enthalten**

PRESENTATION SEQUENCE SUN

JAGUAR

Jaguar				
Sonne	1 großer Koffer			
Lade	**oben**	**unten**	**Segment**	**Kassettenart**
1	7954		Performanche	hoch
2	7624	7821	Performanche	flach
3	7613	7619	Performanche	flach
4	7623	7622	Performanche	flach
5	7621	7620	Performanche	flach
6	7820	7818	Performanche	flach
7	7181	7261	Spirit	flach
8	7510	7508	Spirit	flach
9	7509	7505	Spirit	flach
10	7506		Spirit	flach
11	7502	7260	Spirit	hoch
12	7282	7281	Heritage	flach
13	7466	7465	Heritage	hoch
14	7280	7464	Heritage	flach
15	7279	7278	Heritage	flach
16	7204	7205	Classic	flach
17	7369	7370	Classic	flach
18	7366	7267	Classic	flach
19	7368	7203	Classic	flach

so passt alles in einen Koffer!

Stand: August 2023 **Alle Neuheiten enthalten**

JAGUAR EYEWEAR

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40 YEARS OF JAGUAR EYEWEAR

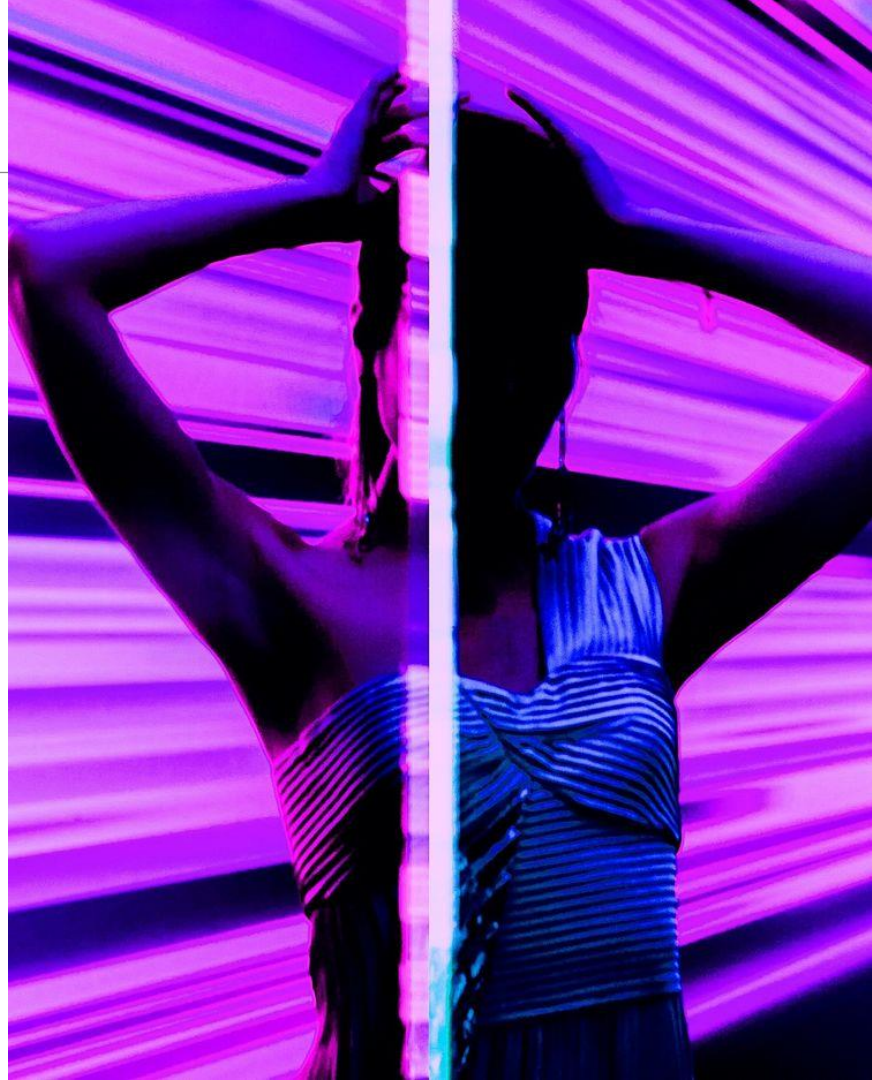
MENRAD X JAGUAR (EYEWEAR) SINCE 1984



40 YEARS OF JAGUAR EYEWEAR

MENRAD X JAGUAR (EYEWEAR) SINCE 1984

- Limited (600pc) Edition Sunglasses
- high end packaging for exclusive buying experience and POS presence.
- Special anniversary logo/icon
- Integration in image shooting 2024
- Followed by communication throughout anniversary year 2024



40 YEARS OF JAGUAR EYEWEAR

LOGO/ICON



40 YEARS OF JAGUAR EYEWEAR

APPLICATION EXAMPLE IMAGES 2024

JAGUAR



40 YEARS OF JAGUAR EYEWEAR

APPLICATION EXAMPLE SOCIAL MEDIA 2024



40 YEARS OF JAGUAR EYEWEAR

HIGH-END PACKAGING & POS BOX

JAGUAR



JAGUAR EYEWEAR

POS IMAGE RX FW23

JAGUAR



POS MATERIAL FW23

SHOP WINDOW RX-KIT A



POS MATERIAL FW23

SHOP WINDOW RX-KIT B



DIGITAL MATERIAL FW 2023

SOCIAL MEDIA @ MENRAD INSTA/FB & MEDIA HUB & SOCIAL PALS



JAGUAR



JAGUAR EYEWEAR

NEWS FALL/WINTER 2023