JOOP!

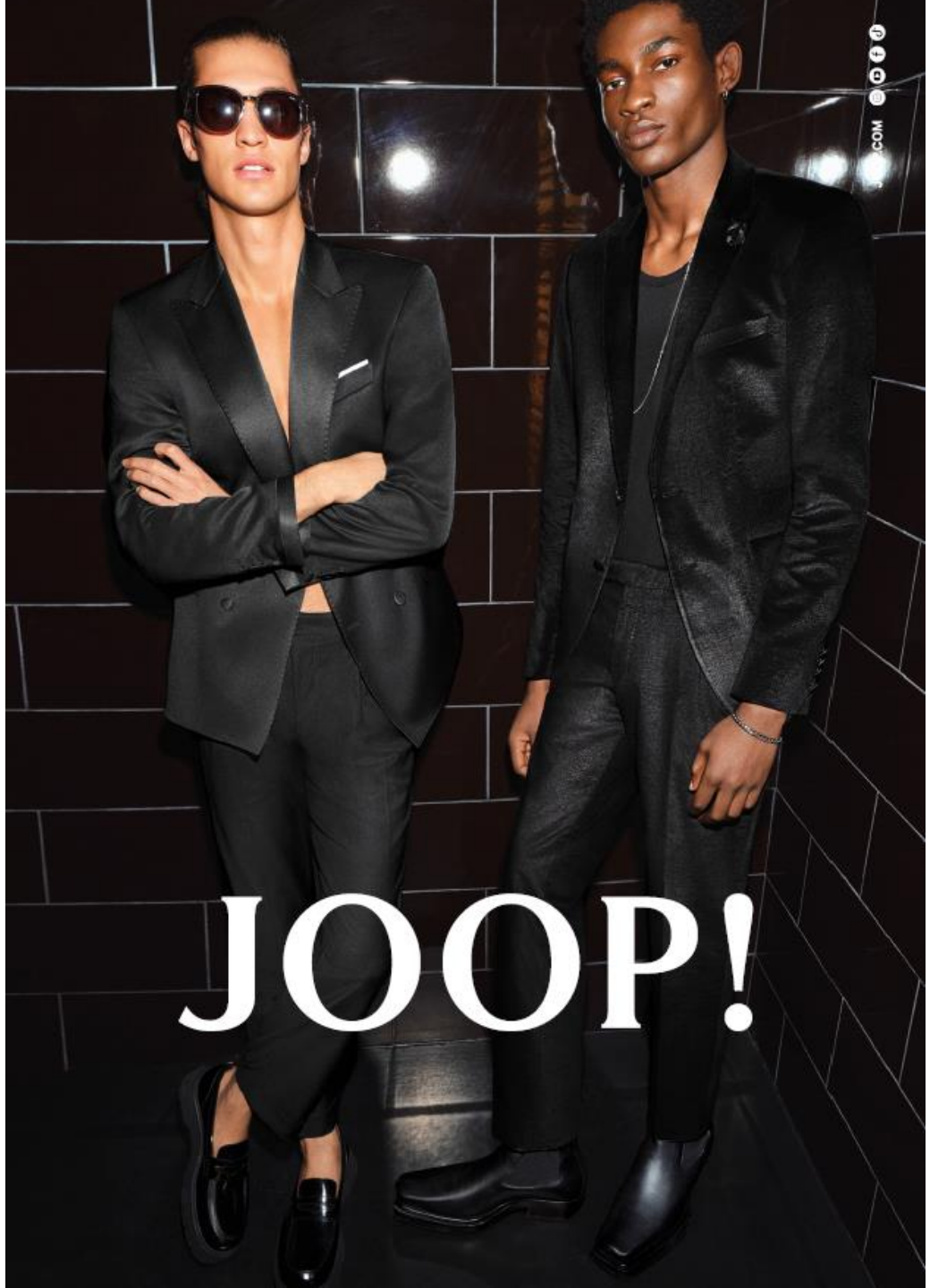
EYEWEAR

Fall/Winter 2023



… IS CONFIDENT!

…IS STYLISH!





… IS SOPHISTICATED!


JOOP!
IS EYEWEAR!

JOOP! EYEWEAR OPTICAL COLLECTION



JOOP!

JOOP! EYEWEAR AUGUST 2023 OPTICAL

WOMEN










MEN








JOOP!

SOPHISTICATED ACETATE - WOMEN



JOOP!

SOPHISTICATED ACETATE - WOMEN





JOOP!

SOPHISTICATED ACETATE - WOMEN



81206
Women



81208
Women



81210
Women



81212
Women

JOOP!

EXTENSION OF COMBINATION - WOMEN





EXTENTION OF COMBINATIONS - WOMEN



83322
Women



83324
Women



83326
Women

HIGHLIGHT



- Super-fine acetate rings
- Light acetate colors

JOOP!

COOL & COLOURFUL – RICH METAL EYE RIM



HIGHLIGHT



83328
Women

- Rich metal rim with special color application
- Metal mono temple without temple tip

JOOP!

SOPHISTICATED ACETATE - MEN



81207
Men



81209
Men

HIGHLIGHT



- Flat shape
- Discreet branding

JOOP!

EXTENTION OF COMBINATION - MEN



82101
Men



82103
Men

HIGHLIGHT



- Modern and fashionable mono metal temple
- Trendy Must-have shapes in fine acetate profile

JOOP!

METAL SHEET DECORATION - MEN



83325
Men

HIGHLIGHT



- Commercial metal sheet
- High-contrast, trendy color application

JOOP!

OPEN DECOR METAL SHEET - MEN



83323
Men

HIGHLIGHT



- Modern Metal sheet front
- Minimal open décor at the end piece
- Large eye shape with modern touch

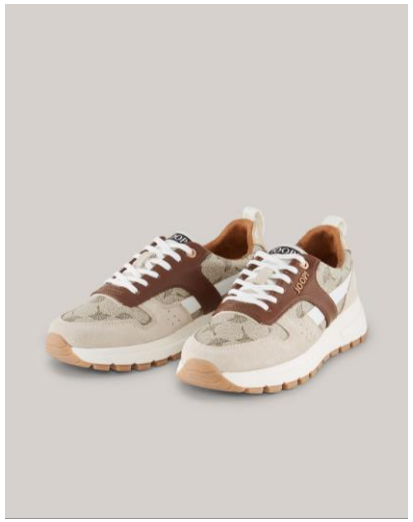
JOOP!

JOOP! EYEWEAR AUGUST 2023 – KEY COLOURS





Floral Pink





Caramel Fudge





Miami Blue





Pepper Mint

JOOP! EYEWEAR AUGUST 2023 - HIGHLIGHTS



Super Fine Combination Styles



Expressive Acetate Styles



Extension Successful Combis



Extension Cool and Colorful



Metal Sheet Decorations





Urban color trend

JOOP!

PRESENTATION SEQUENCE OPTICAL

JOOP!					
Korrektion	1 großer Koffer				
Lade	**oben**	**unten**	**Segment**	**Kassettenart**	
1	1208	1212	Bio Acetat	flach	Neuheiten Aug 23
2	1210		Bio Acetat	flach	Neuheiten Apr 23
3	1206	1198	Bio Acetat	flach	
4	1200	1201	Bio Acetat	flach	
5	1207	1209	Bio Acetat	flach	
6	1199	1197	Bio Acetat	flach	
7	2101	2103	Bio Acetat	flach	
8	2100	2099	Bio Acetat	flach	
9	2098		Bio Acetat	flach	
10	3326	3324	Bio Acetat	flach	
11	3322	3308	Bio Acetat	flach	
12	3300		Bio Acetat	flach	
13	3325	3321	Bio Acetat	flach	
14	3320	3323	Bio Acetat	flach	
15	3317	3319	Bio Acetat	flach	
16	3328	3318	Bio Acetat	flach	
17	3306	3307	Bio Acetat	flach	
18	3316	3315	Bio Acetat	flach	
19	3314	3310	Bio Acetat	flach	
20	3250	3264	Core	flach	
21	3254		Core	flach	
22	1202	1203	Preiseinstieg	flach	
23	1205	1190	Preiseinstieg	flach	
24	1193	1191	Preiseinstieg	flach	
25	6007		Preiseinstieg	flach	
26	6006		Preiseinstieg	flach	
Stand: August 2023		**Alle Neuheiten enthalten**			

JOOP!

JOOP! EYEWEAR SUN AUGUST 2023



SUNGLASS COLLECTION 2023

BOLD AND BEAUTIFUL

JOOP! SUN NEWS AUGUST 2023 – CORN FLOWER CAPSULE





BOLD AND BEAUTIFUL

JOOP! SUN NEWS AUGUST 2023 – CORN FLOWER CAPSULE





JOOP! CORN FLOWER CAPSULE – LADIES´ACETATE

JOOP! SUN NEWS AUGUST 2023 – CORN FLOWER CAPSULE



87114
Women

HIGHLIGHT



Corn Flowers all over pattern temple inside

JOOP! CORN FLOWER CAPSULE – LADIES´ACETATE

JOOP! SUN NEWS AUGUST 2023 – CORN FLOWER CAPSULE



87116
Women

HIGHLIGHT



Metal décor with Corn Flower

JOOP! EYEWEAR SUN – LADIES´ACETATE



87108
Women



87110
Women

JOOP! EYEWEAR SUN – COMBINATIONS



87408
Women



87407
Men



87410
Women



87409
Men

JOOP! EYEWEAR SUN – MEN´S ACETATE



87113
Men



87111
Men

JOOP!

JOOP! EYEWEAR SUN – MEN´S ACETATE



87112
Men



87109
Men

JOOP!

JOOP! EYEWEAR SUN – METAL



87412
Women



87411
Men

JOOP!

PRESENTATION SEQUENCE SUN

JOOP!				
Sonne	1 großer Koffer			
Lade	**oben**	**unten**	**Segment**	**Kassettenart**
1	7116	7114	Capsel Bio Acetat - Bio Lenses	hoch
2	7258	7256	Capsel Bio Acetat - Bio Lenses	hoch
3	7404	7406	Capsel Bio Acetat - Bio Lenses	hoch
4	7113	7111	Core Bio Acetat-Bio Lenses	flach
5	7112	7109	Core Bio Acetat-Bio Lenses	flach
6	7108	7110	Core Bio Acetat-Bio Lenses	flach
7	7262	7260	Core Bio Acetat-Bio Lenses	hoch
8	7257	7255	Core Bio Acetat-Bio Lenses	hoch
9	7403	7405	Core Bio Acetat-Bio Lenses	hoch
10	7409	7410	Core Bio Acetat-Bio Lenses	hoch
11	7407	7408	Core Bio Acetat-Bio Lenses	flach
12	7402	7400	Core Bio Acetat-Bio Lenses	flach
13	7401		Core Bio Acetat-Bio Lenses	flach
14	7411	7412	Preiseinstieg	hoch
15	7103	7102	Preiseinstieg	flach
16	7104	7105	Preiseinstieg	flach
17	7100		Preiseinstieg	flach
Stand: August 2023		**Alle Neuheiten enthalten**		

JOOP!

AGENDA

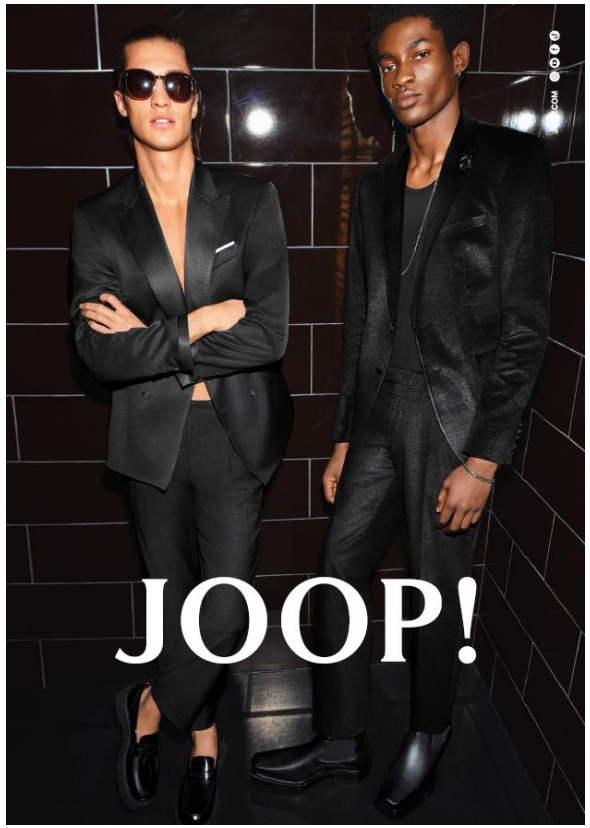
BRAND NEWS

PRODUCT

MARKETING

JOOP!

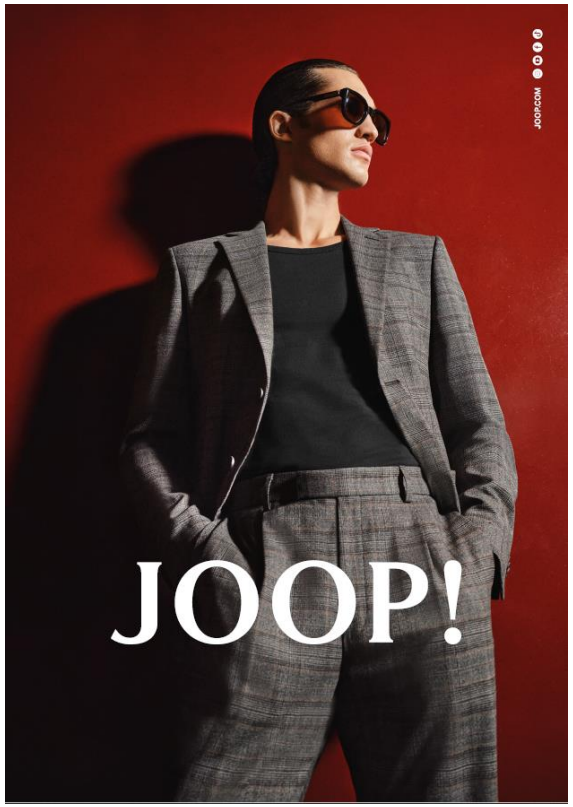
NEW CAMPAIGN FW 2023 - IMAGES





JOOP! loves PARIS!

NEW CAMPAIGN FW 2023 - IMAGES



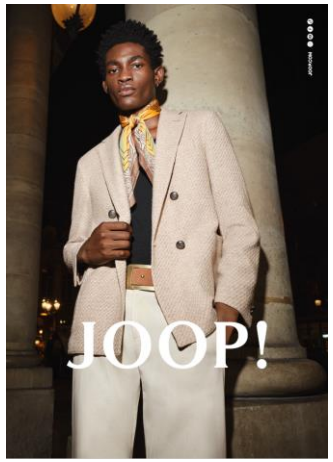




JOOP! loves PARIS!

NEW CAMPAIGN FW 2023 - IMAGES





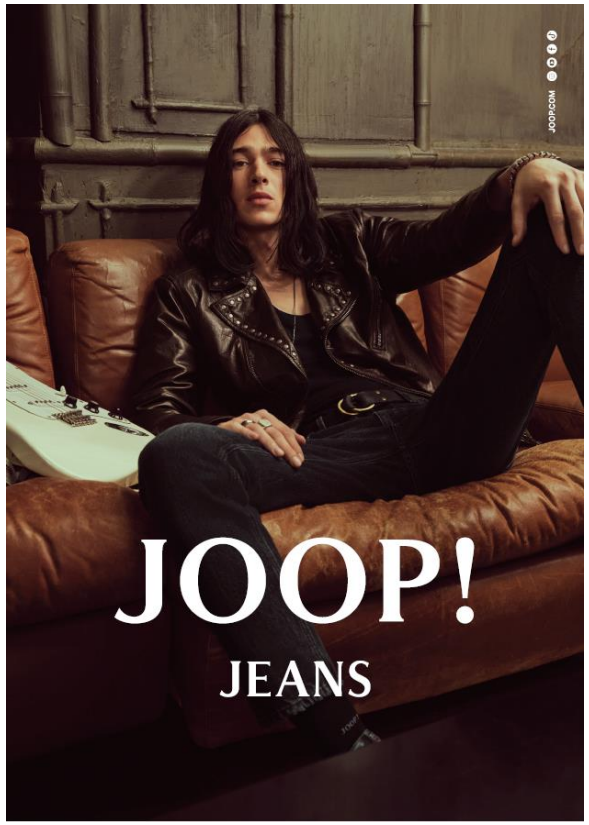






JOOP! loves PARIS!

NEW CAMPAIGN FW 2023 - IMAGES







JOOP! loves PARIS!

POS F/W 2023 - RX





POS MATERIALS: RX-KIT A



MADE OF RECYCLED PET

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MIX
From responsible sources
FSC® C126853

JOOP!

POS MATERIALS: RX-KIT B



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PRINT MATERIALS: MAGAZINE „THE PAPER“ FW 23

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DIGITAL MATERIAL: SOCIAL MEDIA ACT. etc.



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EYEWEAR