MENRAD

THE VISION

NEWS AUGUST 2023

AGENDA

PRODUCT

BRAND & MARKETING

MENRAD
SINCE 1896

MENRAD AUGUST 2023



MENRAD
SINCE 1896

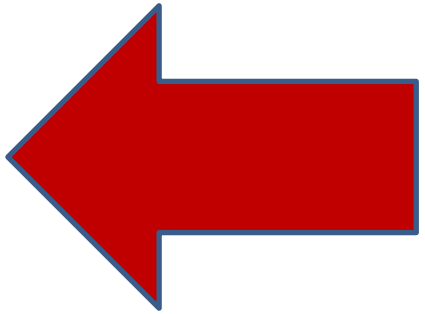
MENRAD AUGUST 23 – FOCUS ON CORE





MENRAD AUGUST 2023 - FOCUS ON CORE

	Acetate	Combination	Metal
Premium			13474 13469 13471
Core	11152 11154	12055 12057	13468 13473 13470 13475 13472
Colour			
Classic			



Total 12 styles

MENRAD AUGUST 2023 – LADIES´ CORE ACETATE



Style 11152
Full Acetate
Women



Style 11154
Full Acetate
Women



- Modern acetates
- Commercial shapes
- Decorated temples

MENRAD AUGUST 2023 – LADIES´CORE METAL



Style 13468
Metal
Women



Style 13470
Metal
Women



Style 13472
Metal
Women





Modern, commercial metal styles with vivid color accents

MENRAD AUGUST 2023 – MEN´S CORE COMBI



Style 12055
Combi
Men



Style 12057
Combi
Men



- Modern shapes
- Commercial acetates
- Metal temple with fine lines

MENRAD AUGUST 2023 – MEN´S CORE METAL



Style 13473
Metal
Men



Style 13475
Metal
Men



Modern, commercial metal styles with fine color details

MENRAD AUGUST 2023 – PREMIUM METAL



Style 13469
Metal Men



Style 13471
Metal Men

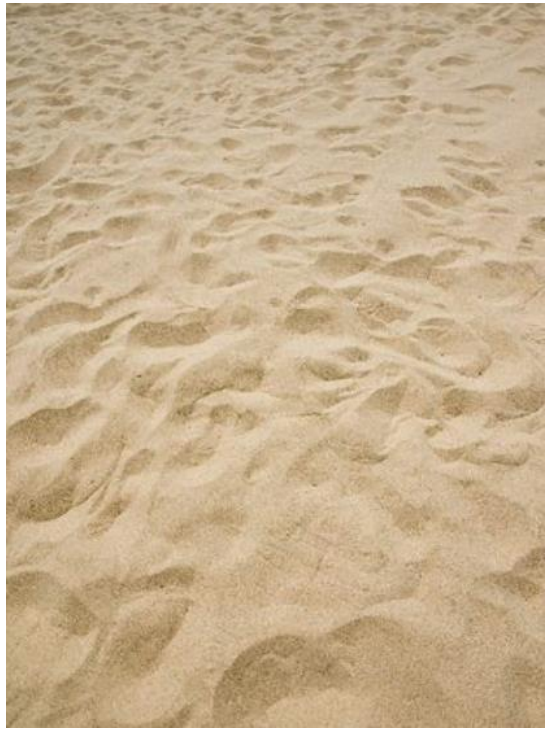


Style 13474
Metal Women



- Proven hinge
- Precious temple design
- Regular metal eyerim

MENRAD AUGUST 2023 – KEY COLORS



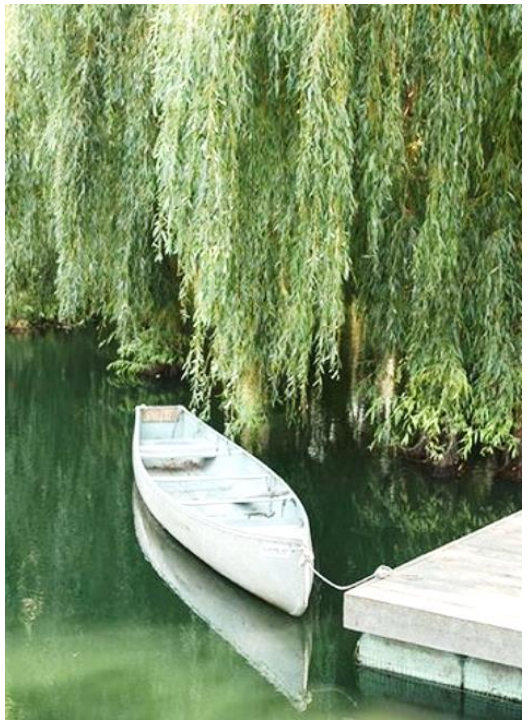
Sand





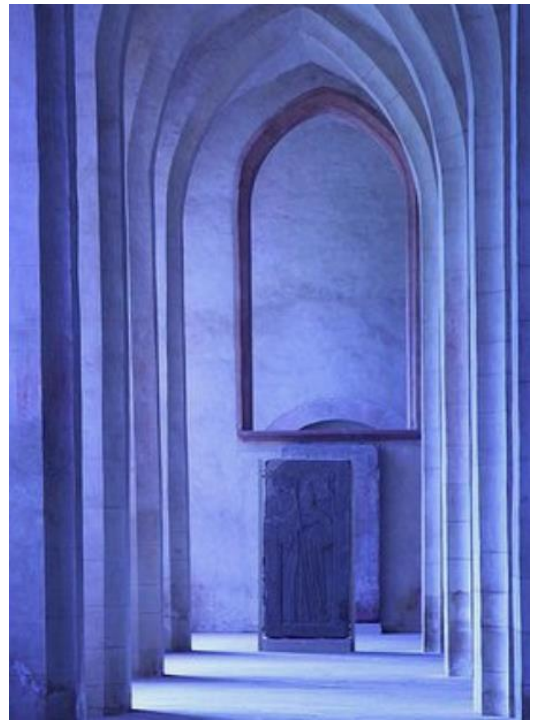
Orchid Pink





Summer Green





Indigo Blue



MENRAD AUGUST 2023 - HIGHLIGHTS

Extension of Core segment



Precious color accents



Prooven Premium hinge



Premium acetate colors



Premium metal offer



High-end temple tips



PRESENTATION SEQUENCE

Menrad					
Korrektion	1 großer Koffer/1 kleiner Koffer				
Lade	**oben**	**unten**	**Segment**	**Kassettenart**	
1	1148	1146	Colour	flach	Neuheiten Aug 23
2	2052	2054	Colour	flach	Neuheiten Apr 23
3	3464	1147	Colour	flach	
4	1151	1149	Colour	flach	
5	3465	3467	Colour	flach	
7	1152	1154	Core	flach	
8	1142	1144	Core	flach	
9	1141	1145	Core	flach	
10	1143	1134	Core	flach	
11	1138	1140	Core	flach	
12	3468	3470	Core	flach	
13	3472	3458	Core	flach	
14	3454	3456	Core	flach	
15	3448	3446	Core	flach	
6	3475	3473	Core	flach	
16	3461	3463	Core	flach	
17	3449	3443	Core	flach	
20	2055	2057	Core	flach	
18	1139	1137	Core	flach	
19	1131		Core	flach	
21	3469	3471	Premium	flach	
22	2051	2050	Premium	flach	
23	3474		Premium	flach	
24	3408	2048	Premium	flach	
25	3460	3462	Classic	flach	
26	3452	3450	Classic	flach	
27	3442	3444	Classic	flach	
28	3457	3459	Classic	flach	
29	3451	3453	Classic	flach	
30	3445	3447	Classic	flach	
31	3455	3401	Classic	flach	
32	3295	3293	Classic	flach	
Stand: August 2023		**Alle Neuheiten enthalten**			

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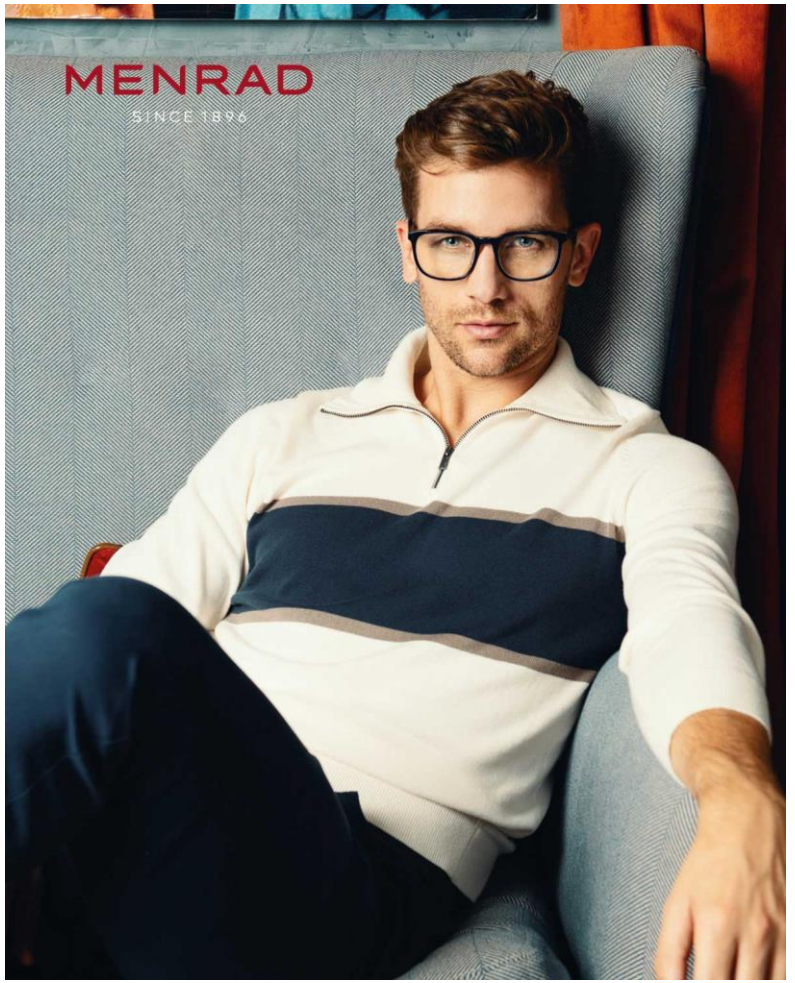
BRAND & MARKETING

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SINCE 1896

Current Menrad Brand Approach / Images 2023







MENRAD
SINCE 1896

Shop Window – KIT A



MADE OF RECYCLED PET

FSC
www.fsc.org
MIX
From responsible sources
FSC® C126853

Banner double-sided



MENRAD
SINCE 1896

Shop Window – KIT B



MADE OF RECYCLED PET

FSC
www.fsc.org
MIX
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Banner double-sided



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