

## Press release

October 2017

prodesign : denmark

THE SUN COLLECTION



## New Award-winning sunglasses from Danish ProDesign

*Innovative and stylish, the new Sun Collection stays true to the legacy of ProDesign. All designs have great attention to innovative details and a facial fit, second to none.*

“Our new Sun Collection is truly in a class of its own” says Cathrine Haugerud, Architect and Designer at ProDesign. “It consists of frames that work as true masculine statement pieces as well as frames with fine feminine details inspired by Art Deco style jewelry,” Cathrine Haugerud elaborates.



8657 c.6021



8656 c.1415

A centerpiece in the new sun collection is a functional and foldable frame, designed with a cool expression. We can proudly say, that it was well received at this year's IOFT in Tokyo, where it won the Japan Eyewear Award in the Sunglasses Category for its excellent design and comfortable fit.

“The functionality of the foldable frame is adding to its cool expression while the comfortable fit stays true to the ProDesign spirit. The frame fits perfectly into the small specially designed leather pouch, which can fit into any pocket. Quite cool!” says Cathrine Haugerud and continues “I’m truly proud of this international recognition.”

## Press Contact:

Michaella Rène  
Email: mre@designeyeweargroup.com

Tel.: +33(0)1 56 33 14 25  
Web: www.designeyeweargroup.com

189 rue d'Aubervilliers  
75018 Paris - France

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**WE ARE  
EYEWEAR  
ARCHITECTS**

### **ProDesign - We Are Eyewear Architects**

Founded in 1973, ProDesign has more than 40 years of experience in creating beautiful eyewear with a clean-cut Scandinavian feel. Drawing on the heritage of Danish design traditions we create innovative eyewear with a close-knit relationship between functionality and visual expression.

Like true architects, we continuously explore the possibilities of eyewear design by rethinking form and function, with an innovative view on functionality, details and material choices and this is why we proudly define ourselves as Eyewear Architects. Please visit [www.prodesigndenmark.com](http://www.prodesigndenmark.com) for more information on ProDesign.

### **ProDesign is part of Design Eyewear Group**

Design Eyewear Group creates and markets iconic eyewear brands, sold worldwide by quality opticians for more than 40 years. Great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look. Please visit [designeyeweargroup.com](http://designeyeweargroup.com) for more information on our brands.

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Michaella Rène

Email: [mre@designeyeweargroup.com](mailto:mre@designeyeweargroup.com)

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