





Ørgreen

ØRGREEN

PRESS RELEASE / SS18

HERE COMES THE SUN

Ørgreen Optics present their new SS18 campaign featuring the Danish models Caroline Corinth and Malthe Madsen, photographed in a studio in Copenhagen. Collaborating for the third time with Copenhagen-based photographer Philip Messmann, focusing on vibrant coloured backgrounds the images embrace the spirit of summer and celebrates the new season.

The campaign echoes the new collections lively exploration of colours and playful design and portrays the latest sunglasses from Ørgreen.

The new designs emphasize Ørgreen's classic shapes but also reveal some surprising news and daring frames.

The striking and fresh imagery portrays Caroline and Malthe in this season's signature styles. Highlighting the sun style Eero, a distinct round unisex frame, offered in mono colours and bold multi-coloured combinations.

The images portray a selection of frames from Ørgreen's SS18 sunglass collection available in stores now.

For more information and images, you are welcome to contact:

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ABOUT ØRGREEN

Ørgreen was founded in 1997 in Copenhagen where the company's head quarter and design studio is still based today.

Ørgreen eyewear is designed in Denmark, hand-made in Japan and sold in premium retailers in more than 50 countries.

Every season Ørgreen's colour designer Sahra Lysell creates a set of curated colours and colour combinations making every piece of eyewear unique. The colours are developed drop-by-drop drawing inspiration from everything from architecture and astronomy to desert storms and Victorian wallpapers.

Always in a sophisticated and playful chromatic dialogue adding zest to the clean lines and minimalistic aesthetic of the frames.

CREDITS

The SS18 campaign is shot by fashion photographer **Philip Messmann**.

Models **Caroline Corinth**, Unique Models **Malthe Madsen**, Elite Model.

Styling by **Caroline Harbro**. Hair and make-up by **Lasse Pedersen**.

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