



Apr 01, 2020 08:24 GMT

## BE ICONIC – BE WOOW-SELF!

### BE ICONIC – BE WOOW-SELF!

Self-portraited and WORSHIPPED like a Greek god/goddess, your IMMORTAL WOOW face radiates under the stunning COLORS of the SPOTLIGHT against darkness.

Enhance your presence: BE WOOW! Post, share, like and tweet to your heart's content. SAY CHEESE, step & repeat! SHOW OFF your attitude in true SUPER WOOW fashion. ENLIGHTEN the world behind the COOLEST shades and achieve immortal status!

Get SUPER LUCKY - SUPER LOUD - SUPER HOT - SUPER ACTIVE - SUPER GLOSSY - SUPER WAVY! Stage yourself in creating your SUPERLATIVE world. But wait there's more... Head to Bollywood with the BOLLYWOOL SUNS capsule collection!

With such an effusion of colours and patterns, achieving SEDUCTIVE, SEXY or SILLY status is effortless. Drop everything, pack your bags and explore your WOOW-selves!

## **BOLLY WOOL**



*Bolly Wool3 col. 100*

The Scottish socks from the WOOW WOOL capsule collection are packed and

bought themselves a ticket to INDIA! They return from their vacation metamorphosed and converted into MANDALA patterns. BOLLYWOOLs make eyes at you, as seductive and captivating as the best Bollywood actresses. Cardamom, saffron, mint and red pepper spice up the inside of the temples, while the pattern is revealed on the outside.

Come, dance and let WOOW-self be carried away!

## **SUPER HOT**



*Super Hot1 col.045*

Burn baby burn! This WOOW is a Disco inferno. Blazing with color blocks, scorching contrasts and flaming eyebrows, this WOOW will light up any occasions. Only WOOW could be this SUPER HOT and COOL at the same time!

## **SUPER LOUD**



Get SUPER LOUD and cause a stir! BIG, BOLD and bursting with voluminous NEON colors, this WOOW will not go quietly! Be seen, and more importantly, be heard: SUPER LOUD and clear!

## **SUPER WAVY**



*Super Wavy2 col. P2091*

SURF's UP! Catch a wave with SUPER WAVY. Ride the crest of these WOOW Suns with their unique shapes and "frame in frame" color design – just like the oceanic swells themselves. Own the summer in SUPER WAVY and don't forget the sunscreen!

---

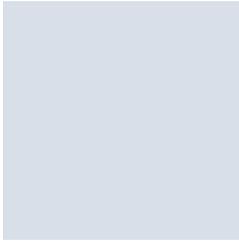
### **Design is the heart of our company**

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](https://designeyeweargroup.com) for more information on our brands.

## Contacts



**Michaella**

Press Contact

Public Relation

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