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Colourful acetates by ProDesign Denmark

The new, 2019 Spring Collection from ProDesign Denmark is inspired by the exploration of colour: vibrant hues, classic designs and intriguing shapes.

Aarhus, Denmark – ProDesign Denmark has crafted beautiful eyewear based on clean Scandinavian design since 1973. Their Danish heritage inspires them to create eyewear, which is innovative, fashionable yet comfortable.

This Spring, the 2019 collection is defined by flattering shapes and colourful acetates - all utilizing innovative materials such as CXT, titanium and various metals. Together, with the thin dimensions, it creates comfortable designs unparalleled in form and function.

“Our new collection is envisioned for everyday use. The look encompasses concepts of comfort and design – classic yet surprising” explains Martin Jespersen, Eyewear Architect at ProDesign Denmark.

Please visit prodesigndenmark.com to explore the inspiring, new collection.

Concept 3604-07

3605 c.9122

Transparent acetates in exquisite, feminine shapes, creating lift to the brow and further attention to the eyes – all fashioning a unique, yet delicate silhouette.

“We have included coloured rivets in the design to add character, uniqueness and contrasts” comments Martin Jespersen. “Note the echoing colour themes highlighted in the end-tips.”

Concept 3608-09

3608 c.9034

An understated yet colourful look characterizes this masculine concept. ProDesign Denmark explores stylish dark colour palettes, where colour is added to the rim and bottom temple to enhance this strong design.

“The inspiration behind the colours is the ocean, the woods and the silhouettes that appear in the distance”, explains Martin Jespersen. “To achieve this, we milled down the semitransparent top layer revealing precious block acetates beneath.”

Concept 5651-52

5652 c.9135

This stunning concept draws its inspiration from an iconic piece of jewellery: the “Moonlight” by Danish silversmith Georg Jensen.

ProDesign Denmark has matched striking block acetates with tone-in-tone mono-colours, to give a “pop of colour” to the collection. The two shapes are truly feminine, as the acetate is cut as thin as possible, creating a light sensation to the shape.

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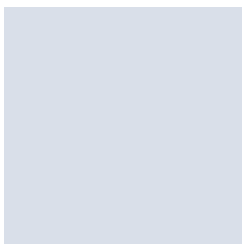
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