



SUPERDRY®
AW22 — OPTICAL COLLECTION

AW2022

10 models / 38 skus – 6 male / 1 Unisex / 3 female

KEY FEATURES OF THE COLLECTION:

- NEW Superdry branding treatments used throughout collection – including; new metal temple plaques. See SDO 2013 which has discovery branding kanji symbols on inside edge. See SDO 2014 for unusual temple logo placement.
- See NEW BIO based acetate models SDO 2015 & SDO 2021. Compared to traditional acetate, Bio-based acetate is composed of at least 50% bio-based content. Bio-based acetates uses lower impact plasticizers which contain significantly less phthalates (DEP <1%)
- NEW milled metal front styles SDO 2016, SDO 2018 & SDO 2023. Please see the edge of the left eye shape for the Superdry logo etched into the metal. SDO 2018 & SDO 2023 feature a NEW prism shaped metal metal with lasered branding application.
- Acetate details – see contrasting thicknesses on SDO 2013 where the brow area has a thicker silhouette. See SDO 2015 for super polished, rounded front edges.
- BENDO is back for AW22 – see BENDO22. This best-selling shape has been updated in new colourways including crystal greys, pine green & bottle navy.
- Eye sizes range from 49-57

Front cover: SDO 2020 - 162 / SDO 2014 - 104 Opposite: SDO 2013 - 106





SDO 2013

Full frame, acetate wayfarer shape.

DESCRIPTION

- Thick acetate brow silhouette
- Metal logo temple plaque
- 3 colour hand painted signature tip detail

SIZING

- 53 | 18 | 145 b: 42.5
- ED measurement: 58.5
- Panto angle: 9
- Base curve: 450



SDO 2013 - 102
tort



SDO 2013 - 106
crystal navy



SDO 2013 - 108
crystal grey



SDO 2013 - 113
crystal



SDO 2014

Deep wayfarer shape.

DESCRIPTION

- Acetate front & temple
- Metal logo temple plaque with hand painted detail
- Spring hinges
- 3 colour hand painted signature tip detail

SIZING

- 53 | 17 | 145 b: 42.3
- ED measurement: 58.9
- Panto angle: 9
- Base curve: 450



SDO 2014 - 104
black / crystal



SDO 2014 - 106
navy horn



SDO 2014 - 108
dark grey



SDO 2014 - 113
crystal grey



SDO 2015

Deep, square eye shape.

DESCRIPTION

- BIO-based acetate model (contains at least 50% BIO-based content)
- Metal logo temple plaque
- Rounded front edges
- 3 colour hand painted signature tip detail

SIZING

- 52 | 21 | 145 b: 43.9
- ED measurement: 57.1
- Panto angle: 9
- Base curve: 450



SDO 2015 - 105
crystal navy



SDO 2015 - 108
crystal grey



SDO 2015 - 194
horn fade



SDO 2015 - 195
black horn



SDO 2016

Milled metal soft rectangular.

DESCRIPTION

- Bevel detail on top & bottom edge of bridge
- Discovery etch branding on left eye shape
- Slimline acetate temple
- Spring hinges & adjustable nose pads

SIZING

- 56 | 15 | 145 b: 36.1
- ED measurement: 61
- Panto angle: 9
- Base curve: 450



SDO 2016 - 003
brown / smoke



SDO 2016 - 005
gunmetal / black / orange



SDO 2016 - 006
navy / grey crystal



SDO 2016 - 008
grey / navy



SDO 2017

Athleisure inspired rectangular shape.

DESCRIPTION

- Heat glazable TR90
- Matte & gloss finishes combined
- Spring hinges
- 3 colour hand painted signature tip detail

SIZING

- 54 | 18 | 145 b: 42.5
- ED measurement: 59.4
- Panto angle: 9
- Base curve: 450



SDO 2017 - 106
nordic chrome navy



SDO 2017 - 107
green / crystal



SDO 2017 - 108
grey / navy



SDO 2017 - 127
black / orange

Model wears: **SDO 2017**





BENDO22

Best selling shape in new colours.

DESCRIPTION

- Heat glazable TR90
- 3 colour hand painted signature tip detail

SIZING

- 57 | 17 | 140 b: 36.8
- ED measurement: 61.6
- Panto angle: 9
- Base curve: 550



BENDO22 - 104
black / grey



BENDO22 - 106
navy / blue



BENDO22 - 107
green / crystal



BENDO22 - 108
grey



SDO 2018

Milled metal panto eye shape.

DESCRIPTION

- Prism shaped branded temple
- Discovery etch branding on left eye shape
- Adjustable nose pads
- 3 colour hand painted signature tip detail

SIZING

- 50 | 17 | 140 b: 41
- ED measurement: 54.2
- Panto angle: 9
- Base curve: 450



SDO 2018 - 001
matte gold



SDO 2018 - 003
matte brown



SDO 2018 - 006
matte navy

Model wears: **SDO 2018**





SDO 2020

Slimline, deep angular shape.

DESCRIPTION

- Acetate front / metal temple
- Square eye shape with angular detail
- Prism shaped branded temple
- Spring hinges
- 3 colour hand painted signature tip detail

SIZING

- 50 | 17 | 140 b: 42.7
- ED measurement: 55
- Panto angle: 9
- Base curve: 450



SDO 2020 - 104
black tort crystal



SDO 2020 - 162
burgundy / tan



SDO 2020 - 188
teal horn



SDO 2020 - 194
nude horn



SDO 2021

Full frame, soft square.

DESCRIPTION

- BIO-based acetate model (contains at least 50% BIO-based content)
- Square eye shape
- Deep branded corewire detail
- 3 colour hand painted signature tip detail

SIZING

- 52 | 18 | 140 b: 42.7
- ED measurement: 57.3
- Panto angle: 9
- Base curve: 450



SDO 2021 - 104
black / crystal



SDO 2021 - 188
teal horn



SDO 2021 - 194
nude horn

Model wears: **SDO 2021**





SDO 2023

Milled metal round eye shape.

DESCRIPTION

- Prism shaped branded temple
- Discovery etch branding on left eye shape
- Adjustable nose pads
- 3 colour hand painted signature tip detail

SIZING

- 49 | 18 | 140 b: 42.5
- ED measurement: 51.4
- Panto angle: 8
- Base curve: 450



SDO 2023 - 001
matte gold



SDO 2023 - 003
brown / bronze



SDO 2023 - 118
nude / rose gold

Model wears: **SDO 2023**

