



SUPERDRY® 冒險魂

SS23 — OPTICAL COLLECTION

SS2023

9 models / 27 skus – 5 male / 4 female

KEY FEATURES OF THE COLLECTION:

- NEW Superdry branding treatments used throughout the collection – including linear patterned metal temples & bespoke branded core wires. See SDO 3006 for branding inspired by Superdry jacket sleeves.
- NEW Japanese inspired tip shape with black & orange lamination – used as a signature throughout the collection.
- Men's frame colour combinations inspired by Superdry t-shirts – including black & orange, navy & red, varsity green & lime.
- Ladies' colours feature front fades, pastel crystals & layered temple colours.
- Men's styles in compact eye sizes.
- Eye sizes range from 49-53



MALE DESIGN INSPO SS23



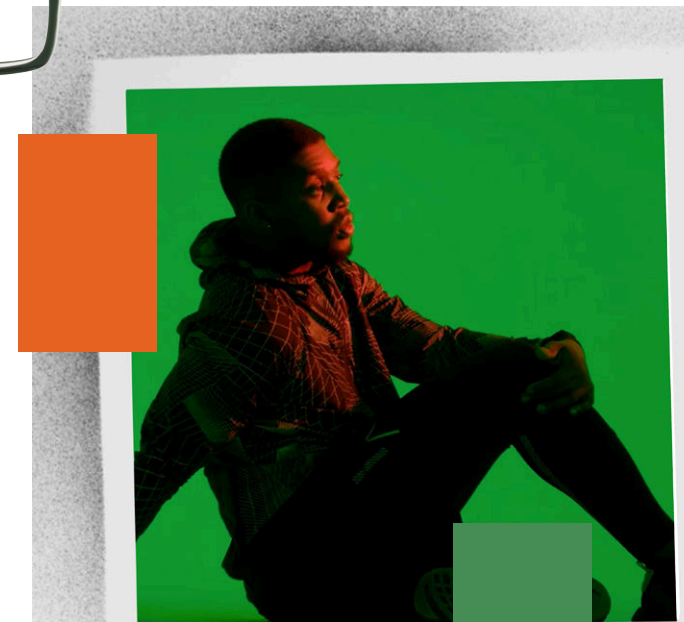
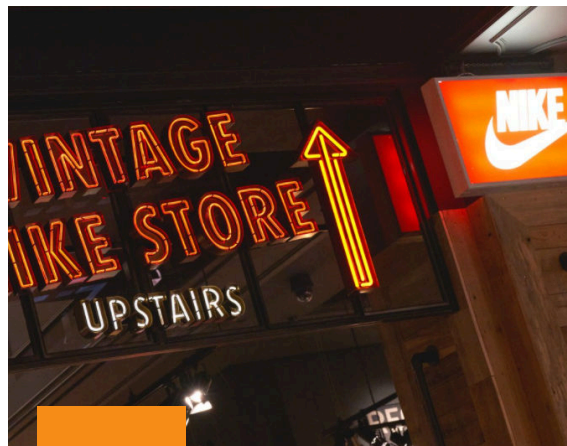
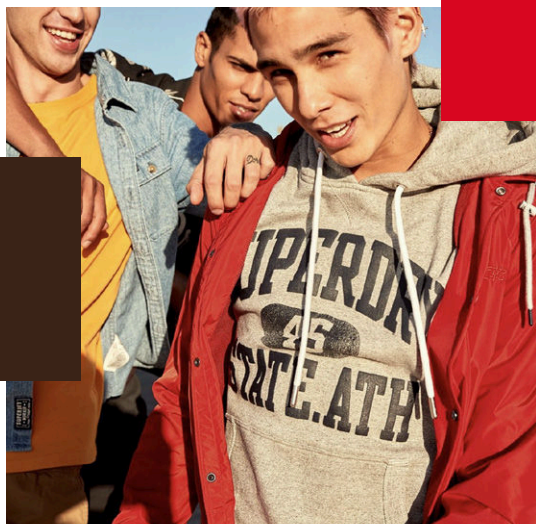
SDO 3000 - 106
navy / red



SDO 5004 - 104
matte black / orange mirror



SDO 3001 - 107
green / orange



FEMALE DESIGN INSPO SS23



SDO 3005 - 172
Burgundy / pink fade



SDO 3007 -001
matte gold / nude / lilac



SUPERDRY® 冒險魂

SDO 3000

Deep, rectangle eye shape.

DESCRIPTION

- Metal patterned temple
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 53 | 18 | 145 b: 41
- ED measurement: 58.1
- Panto angle: 9
- Base curve: 450



SDO 3000 - 127

black / orange



SDO 3000 - 108

grey crystal / silver



SDO 3000 - 106

navy / red



SUPERDRY® 冒險魂

SDO 3001

Slimline soft rectangular acetate shape

DESCRIPTION

- Branded core wire in classic Superdry colours
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 53 | 16 | 145 b: 32.5
- ED measurement: 55.8
- Panto angle: 9
- Base curve: 450



SDO 3001 - 104
black / crystal



SDO 3001 - 107
green / orange



SDO 3001 - 113
crystal / navy



SUPERDRY® 冒險魂

SDO 3001

Slimline soft rectangular acetate shape



SDO 3001 - 107
green / orange

SUPERDRY® 冒險魂

SDO 3002

Acetate wayfarer shape

DESCRIPTION

- Superdry logo embedded
- Contrasting temple colours
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 51 | 17 | 140 b: 38
- ED measurement: 55.4
- Panto angle: 9
- Base curve: 450



SDO 3002 - 104
black / orange



SDO 3002 - 107
green / lime



SDO 3002 - 108
grey crystal / navy / red



SUPERDRY® 冒険魂

SDO 3002

Acetate wayfarer shape



SDO 3002 - 107
green / lime

SUPERDRY® 冒險魂

SDO 3003

flat sheet metal soft rectangular shape

DESCRIPTION

- Bevel detail on front
- Metal patterned temple
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 52 | 17 | 140 b: 37.3
- ED measurement: 56.4
- Panto angle: 9
- Base curve: 450



SDO 3003 - 005
matte gunmetal



SDO 3003 - 006
matte navy



SDO 3003 - 009
matt khaki



SUPERDRY® 冒険魂

SDO 3003

flat sheet metal soft rectangular shape



SDO 3003 - 006
matte navy

SUPERDRY® 冒險魂

SDO 3004

flat sheet & rim wired soft square

DESCRIPTION

- 2 - levels metal rim
- Metal patterned temple
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 53 | 16 | 140 b: 39
- ED measurement: 57.9
- Panto angle: 9
- Base curve: 450



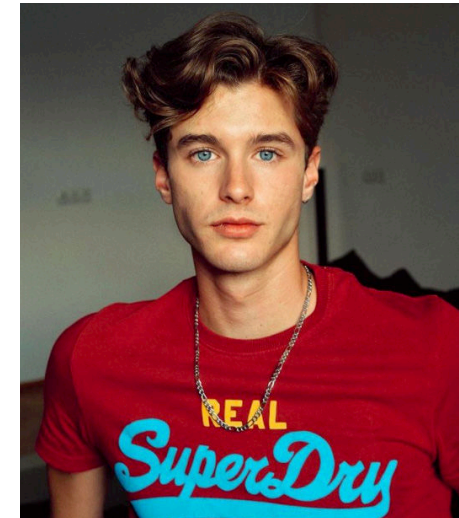
SDO 3004 - 006
matte navy



SDO 3004 - 009
matte khaki



SDO 3004 - 004
matte black / orange



SUPERDRY® 冒險魂

SDO 3005

Petite square wayfarer shape

DESCRIPTION

- Bevel cut temple shape
- Spring hinges
- Gloss metallic logos
- 3 colour laminated signature tip detail

SIZING

- 49 | 17 | 140 b: 39.2
- ED measurement: 53.1
- Panto angle: 9
- Base curve: 450



SDO 3005 - 103

brown / tan



SDO 3005 - 161

pink crystal / purple



SDO 3005 - 172

Burgundy / pink fade



SUPERDRY® 冒險魂

SDO 3006

Full frame, soft butterfly shape

DESCRIPTION

- Superdry engraved logo on temple core wires
- High build acetate on edge of front
- 3 colour laminated signature tip detail

SIZING

- 51 | 17 | 140 b: 40
- ED measurement: 55.3
- Panto angle: 9
- Base curve: 450



SDO 3006 - 104
black / crystal / gold



SDO 3006 - 161
purple fade / crystal



SDO 3006 - 172
pink crystal / rose gold



SUPERDRY® 冒險魂

SDO 3006

Full frame, soft butterfly shape



SDO 3006 - 161
purple fade / crystal

SUPERDRY® 冒險魂

SDO 3007

Double rimwire cateye shape

DESCRIPTION

- Double rimwire on frame front
- Superdry logo engraved on temples
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 50 | 18 | 135 b: 41.3
- ED measurement: 56.5
- Panto angle: 9
- Base curve: 450



SDO 3007 - 061
matte rose gold / purple



SDO 3007 - 004
matte bronze / black



SDO 3007 - 001
matte gold / nude



SUPERDRY® 冒險魂

SDO 3008

Slimline soft square rimwire

DESCRIPTION

- Superdry logo engraved on temples
- Spring hinges
- 3 colour laminated signature tip detail

SIZING

- 52 | 16 | 135 b: 47
- ED measurement: 57.3
- Panto angle: 8
- Base curve: 450



SDO 3008 - 002
matte silver / pink



SDO 3008 - 020
matte nude / pale gold



SDO 3008 - 072
matte rose gold / purple

