



SUPERDRY®

AW23 — OPTICAL COLLECTION

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AW2023

8 models / 24 skus – 3 male / 2 unisex / 3 female

KEY FEATURES OF THE COLLECTION:

Inspired by the brand's passion for detail and love of colour, the Superdry AW23 optical collection features many design elements & techniques throughout the collection.

- See SDO 3009 for cut down temples, revealing bright colour linings.
- See SDO 3010 & SDO 3016 for acetate lamination detail.
- See metal styles' SDO 3011 & SDO 3014 for bevelled treatment and two tone colouration.
- See SDO 3012 & SDO 3013 for bespoke branded core wires & a classic Japanese inspired palette.

This season, the mens frame colour combinations are inspired by Superdry t-shirts – including black & orange, navy & red, varsity green & lime. The women's colours feature crystal pastels, deep greens & marbled purple.

Eye sizes range from 48-54.

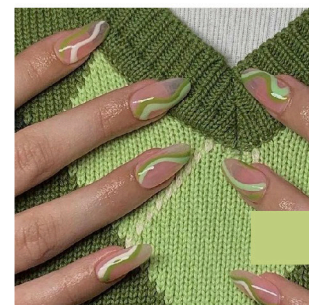
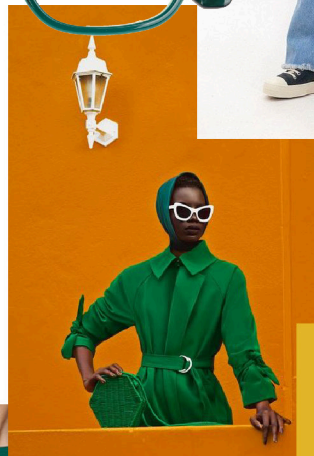
Front cover: SDO 3010 - 104 / SDO 3014 - 005 Opposite: SDO 3012-104



FEMALE DESIGN INSPO AW23



SDO 3015 - 106
Green



SDO 3014 - 020
Gun / Pink



SDO 3013 - 105
Blue Crystal



MALE DESIGN INSPO AW23



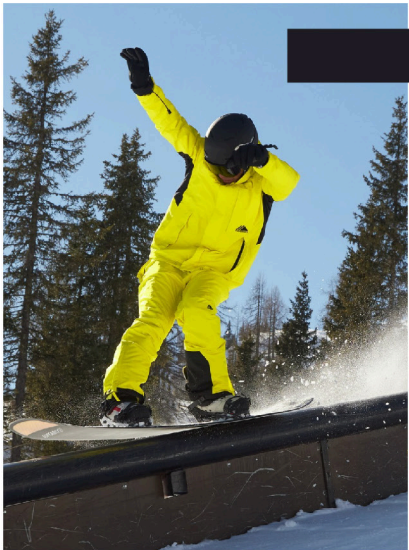
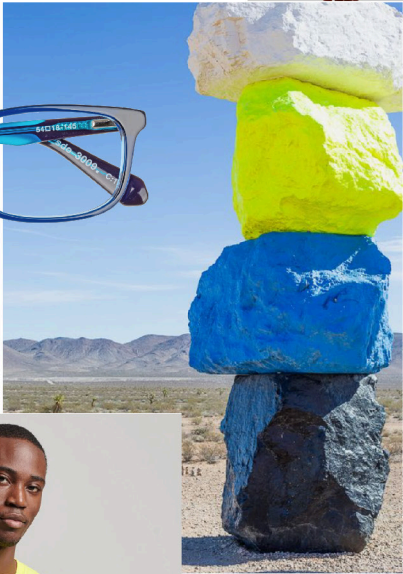
SDO 3011 - 006
Red / Navy



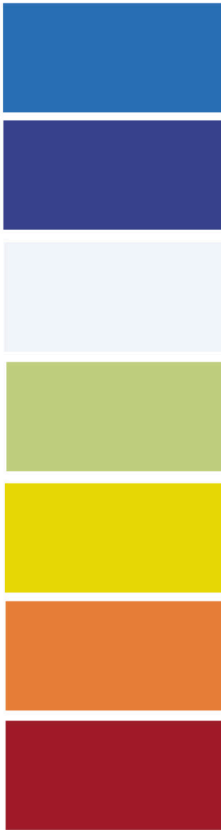
SDO 3010 - 104
Orange



SDO 3009 - 105
Navy / Bright Blue



SDO 3009 - 127
Black / Yellow



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SDO 3009

Layered temple colours with cutdown detail.

DESCRIPTION

- Handmade acetate
- Spring hinges
- 3 colour signature tip detail

SIZING

- 54 | 18 | 145 b: 36.8
- ED measurement: 57.3
- Panto angle: 9
- Base curve: 450



SDO 3009 - 105
navy blue / black



SDO 3009 - 108
grey crystal / black / red



SDO 3009 - 127
black / crystal / yellow



SDO 3009

Layered temple colours with cutdown detail.



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SDO 3010

The SDO 3010 features bright colour laminations on the back of the front & on the temple for a two tone look.

DESCRIPTION

- Handmade acetate
- Spring hinges
- 3 colour signature tip detail

SIZING

- 52 | 18 | 145 b: 39.2
- ED measurement: 56.4
- Panto angle: 9
- Base curve: 450



SDO 3010 - 104

black / orange



SDO 3010 - 108

dark grey / yellow



SDO 3010 - 165

blue / red crystal



SDO 3011

Our flat sheet metal style with bevelled detail on front & temple. See col 008 for two tone front colouration.

DESCRIPTION

- Spring hinges
- 3 colour signature tip detail

SIZING

- 54 | 17 | 140 b: 38.7
- ED measurement: 59.9
- Panto angle: 9
- Base curve: 450



SDO 3011 - 005
gun / black / orange



SDO 3011 - 006
navy / red



SDO 3011 - 008
painted grey / black / yellow



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SDO 3012

This handmade acetate style is inspired by Japanese product: featuring branded corewires, thicker side profile & vintage colourways.

DESCRIPTION

- Handmade acetate
- 3 colour signature tip detail

SIZING

- 52 | 18 | 145 b: 44.5
- ED measurement: 56.4
- Panto angle: 10
- Base curve: 450



SDO 3012 - 104
black / crystal / gold



SDO 3012 - 113
crystal / silver



SDO 3012 - 161
purple fade / rose gold



SDO 3012

Bespoke branded corewire detail.



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SDO 3013

This crown panto style is inspired by Japanese product: featuring branded corewires, thicker side profile & vintage colourways.

DESCRIPTION

- Round eye with bevelled hex detail
- Handmade acetate
- 3 colour signature tip detail

SIZING

- 51 | 20 | 145 b: 46.2
- ED measurement: 53.5
- Panto angle: 9
- Base curve: 450



SDO 3013 - 102
tortoiseshell / gold



SDO 3013 - 105
blue crystal



SDO 3013 - 108
grey crystal



SDO 3013

Crown panto eye shape.



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SDO 3014

Our women's flat sheet metal style with bevelled detail on front & temple to reveal two tone colouration.

DESCRIPTION

- Spring hinges
- 3 colour signature tip detail

SIZING

- 51 | 17 | 135 b: 42.1
- ED measurement: 53.6
- Panto angle: 9
- Base curve: 450



SDO 3014 - 004
gloss black / bronze



SDO 3014 - 005
matte teal / pink



SDO 3014 - 020
matte brown / nude



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SDO 3015

Women's square eye with soft bevel detail on front and temple.

DESCRIPTION

- Handmade acetate
- Spring hinges
- 3 colour signature tip detail

SIZING

- 50 | 16 | 140 b: 38.2
- ED measurement: 55.1
- Panto angle: 9
- Base curve: 450



SDO 3015 - 103
brown



SDO 3015 - 106
green



SDO 3015 - 184
purple marble



SDO 3016

Petite womens style - see colours 103 & 104 for colour lamination detail on front & temple.

DESCRIPTION

- Spring hinges
- 3 colour signature tip detail

SIZING

- 48 | 15 | 135 b: 37.9
- ED measurement: 50.8
- Panto angle: 9
- Base curve: 450



SDO 3016 - 103

brown / pink



SDO 3016 - 104

black horn / pale pink



SDO 3016 - 172

pink / grey crystal



SDO 3016

Acetate laminations on front and temples.

