



SUPERDRY®

SS24 — OPTICAL COLLECTION

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SS2024

10 models / 33 skus

KEY FEATURES OF THE COLLECTION:

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

From iconic black & orange combinations and colour pops to bespoke corewires and bevelled edges there's plenty to discover.



This symbol indicates a hero piece used in publicity shots

Front cover: SDO 3020 - 025 & SDO 3023 - 107. Opposite: SDO 3021-114



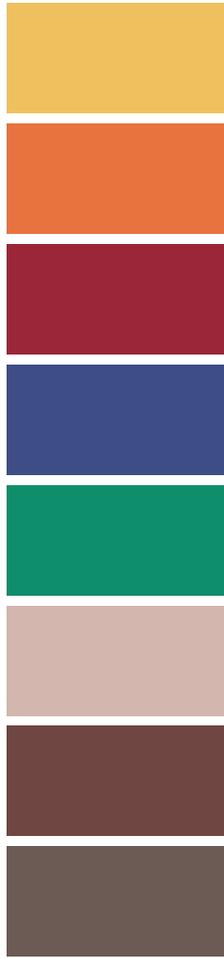
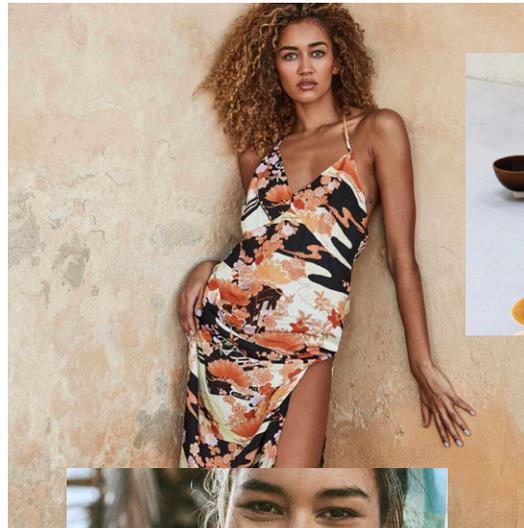
FEMALE DESIGN INSPIRATION SS24



SDO 2003 - 104
black & neon lime



SDO 3022 - 104
black horn



SDO 3023 - 102
dark brown tort & pastel pink



SDO 3021 - 119
crystal charcoal grey & cobalt blue

MALE DESIGN INSPIRATION SS24



SDO 3018 - 108
crystal dark grey & amber



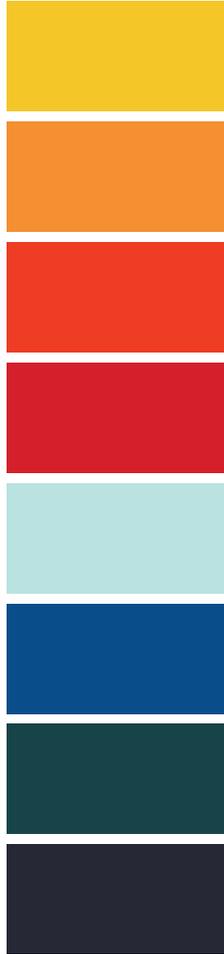
SDO 2003 - 104
black & neon lime



SDO 3017 - 106
grey crystal / black / red



SDO FUJI - 003
matte dark brown, navy & red



SDO 2003

A fresh new update on this unisex hex frame. Crafted in handmade acetate combined with colour pop stainless steel temples.

DESCRIPTION

- Full frame
- Spring hinges
- Crafted in handmade acetate
- Colour pop stainless steel temples

SIZING

- 49 | 20 | 140 b: 43.5
- ED measurement: 52.2
- Panto angle: 9
- Base curve: 450



SDO 2003 - 104
black & neon lime



SDO 2003 - 105
crystal cobalt blue



SDO 2003 - 165
crystal charcoal grey & yellow



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SDO 2003

A fresh new update on this unisex hex frame.



SUPERDRY®

SDO 2003

A fresh new update on this unisex hex frame.



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SDO 3006

Soft butterfly shape.

DESCRIPTION

- Full frame
- Spring hinges
- Superdry engraved logo on core wire
- 3 colour laminated signature tip detail

SIZING

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



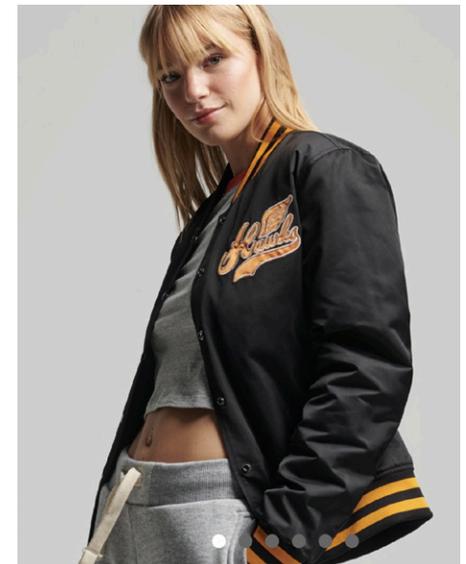
SDO 3006 - 104
black horn / crystal



SDO 3006 - 161
pink crystal / purple



SDO 3006 - 172
burgundy / pink fade



SDO 3017

A modern twist on a rectangle. Crystal acetates feature on fronts and temples complemented by colourful temple branding.

DESCRIPTION

- Crystal acetates on fronts & temples
- Spring hinges
- Colourful temple branding

SIZING

- 53 | 17 | 140 b: 40.5
- ED measurement: 60.3
- Panto angle: 7
- Base curve: 450



SDO 3017 - 104
black & blue



SDO 3017 - 106
grey crystal / black / red



SDO 3017 - 108
crystal charcoal grey, navy & red



SDO 3018

An easy to wear rectangle frame featuring contrast colour block temples and signature triple laminated temple tips

DESCRIPTION

- Contrasting colour block temples
- Spring hinges
- Signature triple laminated temple tips

SIZING

- 53 | 17 | 140 b: 38.4
- ED measurement: 56.9
- Panto angle: 9
- Base curve: 450



SDO 3018 - 104
black



SDO 3018 - 105
crystal navy & red



SDO 3018 - 108
crystal dark grey & amber



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SDO 3019

Two tone flatsheet stainless steel fronts feature step cutaway rim details combined with tonal temple tips.

DESCRIPTION

- Spring hinges
- Stepped cutaway rim details
- Tonal temple tips

SIZING

- 56 | 18 | 145 b: 40
- ED measurement: 60.1
- Panto angle: 9
- Base curve: 450



SDO 3019 - 006
matte navy & gun



SDO 3019 - 062
matte burgundy & navy



SDO 3019 - 104
matte black & orange



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SDO 3019
Two-tone flat sheet stainless steel frame.



SDO 3020

A colourful approach to the classic panto silhouette. Bespoke coloured rimwires and monoblock hinges add that special finishing touch

DESCRIPTION

- Monoblock hinges
- Bespoke coloured rimwires

SIZING

- 51 | 18 | 140 b: 45.4
- ED measurement: 54.3
- Panto angle: 9
- Base curve: 450



SDO 3020 - 004
matte black & yellow



SDO 3020 - 007
matte green & gun



SDO 3020 - 025
navy & orange



SDO 3020 - 261
purple & blue



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SDO 3020

A colourful approach to the classic panto silhouette.



SDO 3021

A universal square eyeshape to suit all. Two tone colourations add a fresh pop, available in matte and gloss finishes.

DESCRIPTION

- Full frame
- Spring hinges
- Two-tone colouration
- Available in matte & gloss finishes

SIZING

- 51 | 18 | 145 b: 41.5
- ED measurement: 55.3
- Panto angle: 10
- Base curve: 450



SDO 3021 - 119
crystal charcoal grey & cobalt blue



SDO 3021 - 114
matte black & fluoro lime



SDO 3021 - 115
matte dark grey & fluoro orange



SDO 3021 - 151
crystal charcoal grey & coral



SDO 3021 - 153
matte teal & fluoro blue



SDO 3022

Soft cat-eye silhouettes are given the modern touch with dual colour laminated fronts and temples in horn effect acetate and tonal crystal edges.

DESCRIPTION

- Dual colour laminated fronts
- Spring hinges
- Horn effect acetate temples & tonal crystal edges

SIZING

- 51 | 17 | 140 b: 40.3
- ED measurement: 55
- Panto angle: 9
- Base curve: 450



SDO 3022 - 104
black horn



SDO 3022 - 107
dark teal horn & pastel green



SDO 3022 - 161
dark purple & crystal pink



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SDO 3022

Soft cat-eye silhouettes are given the modern touch.



SDO 3023

A deep modern square frame crafted in rich two tone acetates. Discover marbled effects, gradient fades and milky pastels.

DESCRIPTION

- Spring hinges
- Handcrafted in rich two-tone acetates
- Marbled effects, gradient fades & milky pastels

SIZING

- 51 | 16 | 140 b: 43
- ED measurement: 57.1
- Panto angle: 9
- Base curve: 450



SDO 3023 - 102
dark brown tort & pastel pink



SDO 3023 - 107
dark teal & crystal pink



SDO 3023 - 108
crystal light grey & mint



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SDO 3023
A deep, modern square frame.



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SDO 3023
A deep, modern square frame.



SDO FUJI

College cool in everyday details - hand painted varsity stripes on the perfect lightweight frame.

DESCRIPTION

- Full frame
- Spring hinges
- Handpainted varsity stripes

SIZING

- 51 | 18 | 140 b: 39
- ED measurement: 55.1
- Panto angle: 9
- Base curve: 450



SDO FUJI - 003

matte dark brown, navy & red



SDO FUJI - 013

matte teal & brown



SDO FUJI - 015

matte grey & blue



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SDO FUJI
College cool in everyday details.

