



SUPERDRY®

SS24 — SUNGLASSES COLLECTION

SDS 2024

NEW – 15 models / 49 skus

KEY TRENDS / FEATURES:

BETTER CHOICES, BETTER FUTURE

- We have replaced traditional polycarbonate material with BIO-based G850 material for our 2024 collection. This is made from 45% BIO-based material castor oil; which is a renewable, sustainable resource.
- We have also introduced 3 x NEW premium handmade acetate models – SDS 5029, SDS 5030 & SDS 5031. These models are made from Eastman's Acetate Renew – which is composed of 60% BIO-based content, and 40% recycled content.

CLASSIC SUPERDRY COLOUR PALETTE

- Superdry's SS24 colour palette features the iconic colours they are renowned for. Inspired by Mediterranean holidays and luxury sportswear (see SDS 5016), as well as festival inspired neon brights (see SDS 5027) & softer pastel colours (see SDS 5028) – there is a colourway to suit every look & feel.

NEW BRANDING TREATMENTS

- Rubber: there are a variety of rubber branding treatments featured throughout the collection, please see SDS 5014 for moulded inner tip logos, SDS 5015 for two-toned rubber temple logos and SDS 5017 for a rubber colour block with raised Superdry logos.
- Logo split: see the playful logo split used throughout the collection – 'Super' on one side, 'Dry' on the other – see SDS 5020 & SDS 5025.



This symbol indicates a hero piece used in publicity shots



SDS 5014

Ath-leisure inspired large fit rectangular style. Made from comfortable TR90 and rubber branding, with polarised lenses to help banish glare.

DESCRIPTION

- TR90 / Rubber
- TAC polarised lens: UV400 - 99%+ UVA & UVB protection
- Large fit & lightweight frame material
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 60 | 15 | 145 b: 44.2
- ED: 65.8
- Panto angle: 10
- Base curve: 600



SDS - 5014 - 104P

Black / Green
Green mirror (Cat 3)

SDS - 5014 - 106P

Navy / Orange
Solid smoke (Cat 3)



SDS - 5014 - 108P

Grey / Blue
Smoke with silver flash (Cat 3)

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SDS 5014



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SDS 5014



SDS 5015

Easy wear square shape with two-tone rubber branding. Mirrored lenses bring the classic Superdry look & feel.

DESCRIPTION

- G850 / Rubber
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 58 | 18 | 145 b: 44.6
- ED: 64
- Panto angle: 10
- Base curve: 600



SDS - 5015 - 104

Black / Orange
Orange mirror (Cat 3)

SDS - 5015 - 106

Navy / Red
Silver mirror (Cat 3)

SDS - 5015 - 108

Grey crystal / Blue
Blue mirror (Cat 3)

SDS 5016

Ath-leisure inspired square style. Made from comfortable TR90 and two-tone rubber branding, with polarised lenses to help banish glare.

DESCRIPTION

- TR90 / Rubber
- TAC polarised lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 54 | 19 | 145 b: 44.5
- ED: 59.6
- Panto angle: 10
- Base curve: 600



SDS - 5016 - 106P

Blue / Red
Silver mirror (Cat 3)

SDS - 5016 - 127P

Black / Orange
Solid smoke (Cat 3)

SDS - 5016 - 165P

Grey crystal / Green
Green mirror (Cat 3)

SDS 5017

Compact easy wear wayfarer style with keyhole bridge. Raised logo in rubber branding on outside temples.

DESCRIPTION

- TR90 / Rubber
- TAC polarised lens: UV400 - 99%+ UVA & UVB protection
- Lightweight frame material
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 53 | 16 | 140 b: 39.9
- ED: 57.1
- Panto angle: 9
- Base curve: 400



SDS - 5017 - 104P

Rubberised black
Oil slick mirror (Cat 3)

SDS - 5017 - 106P

Navy / Red
Blue mirror (Cat 3)

SDS - 5017 - 127P

Black / Orange
Orange mirror (Cat 3)

SDS 5018

Large fit rectangular metal rimwire style. With moulded metal temples & pop colour branding, and polarised lenses.

DESCRIPTION

- Monel / CA
- TAC polarised lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 58 | 17 | 140 b: 39.4
- ED: 63.2
- Panto angle: 10
- Base curve: 400



SDS - 5018 - 004P

Black / Orange
Solid smoke (Cat 3)



SDS - 5018 - 005P

Gun / Black
Oil slick mirror (Cat 3)



SDS - 5018 - 206P

Navy / Green
Green / Gold mirror (Cat 3)

SDS 5019

Flat sheet metal/rimwire style, in a square eye shape with keyhole bridge detail. Deboss & hand painted logos on outer temple.

DESCRIPTION

- Monel / CA
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 54 | 16 | 140 b: 41.8
- ED: 58.6
- Panto angle: 10
- Base curve: 400



SDS - 5019 - 004

Khaki / Black
Gold mirror (Cat 3)

SDS - 5019 - 005

Black / Green
Green / Gold mirror (Cat 3)

SDS - 5019 - 008

Gun / Navy / Red
Blue mirror (Cat 3)

SDS 5020

On trend narrow rectangular style with geo-cut detail to eye shape. Deep temples with statement cut-out logo treatment. Japanese inspired tip shape.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 53 | 18 | 140 b: 36.5
- ED: 56.6
- Panto angle: 7
- Base curve: 400



SDS - 5020 - 104

Black
Gold mirror (Cat 3)

SDS - 5020 - 105

Blue crystal
Blue / Smoke fade (Cat 3)

SDS - 5020 - 120

Lilac crystal
Solid smoke (Cat 3)



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SDS 5020



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SDS 5020



SDS 5022

Oversized butterfly shape. Dipped temple with cut out detail and two-tone colouration. Japanese inspired tip shape.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)

SIZING

- 56 | 17 | 140 b: 45.8
- ED: 60.9
- Panto angle: 8
- Base curve: 600



SDS - 5022 - 104

Rubberised black / Pink crystal
Smoke fade (Cat 3)

SDS - 5022 - 108

Grey / Pink crystal
Pink mirror (Cat 3)

SDS - 5022 - 162

Burgundy / Coral
Purple fade to gold mirror (Cat 3)

SDS 5025

Round eye shape with sleek temple design. Statement split logo branding in metal on temple. Japanese inspired tip shape.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 50 | 22 | 140 b: 46.2
- ED: 52.7
- Panto angle: 13
- Base curve: 600



SDS - 5025 - 104

Rubberised black / Lilac
Pastel oil slick mirror (Cat 3)



SDS - 5025 - 118

Nude / Coral
Brown fade (Cat 3)

SDS - 5025 - 162

Burgundy / Hot pink
Purple fade to gold mirror (Cat 3)

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SDS 5025



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SDS 5025



SDS 5026

Easy wear qoft square shape with deep temple.
Two tone rubber branding treatments.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+
UVA & UVB protection
- Lens optical class 1 with filter category 3
(Suitable for driving)
- Suitable for prescription glazing

SIZING

- 55 | 17 | 140 b: 45.5
- ED: 60.6
- Panto angle: 10
- Base curve: 400



SDS - 5026 - 104

Black / Mint
Pink / mint mirror (Cat 3)



SDS - 5026 - 107

Green crystal / Pink
Green fade (Cat 3)



SDS - 5026 - 118

Nude / Coral
Brown fade (Cat 3)



SDS - 5026 - 153

Grey crystal
Pastel oil slick mirror (Cat 3)

SDS 5027

Easy wayfarer shape with keyhole bridge detail. Inspired by Superdry's fluro palette for Spring/Summer, this is the ultimate festival accessory.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+ UVA & UVB protection
- Lens optical class 1 with filter category 3 (Suitable for driving)
- Suitable for prescription glazing

SIZING

- 55 | 18 | 140 b: 43.9
- ED: 60.4
- Panto angle: 10
- Base curve: 600



SDS - 5027 - 150

Fluro orange crystal
Solid smoke (Cat 3)



SDS - 5027 - 104

Black
Oil slick mirror (Cat 3)



SDS - 5027 - 105

Fluro blue crystal
Solid smoke (Cat 3)



SDS - 5027 - 107

Fluro green crystal
Solid smoke (Cat 3)



SDS - 5027 - 161

Fluro purple crystal
Solid smoke (Cat 3)

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SDS 5027



SUPERDRY®

SDS 5027



SDS 5028

Small fit sleek square shape with dropped bridge.
Metallic foil logos. Japanese inspired tip shape.

DESCRIPTION

- G850
- Nylon lens: UV400 - 99%+
UVA & UVB protection
- Lens optical class 1 with filter category 3
(Suitable for driving)
- Suitable for prescription glazing

SIZING

- 52 | 17 | 140 b: 40.9
- ED: 56.9
- Panto angle: 10
- Base curve: 600



SDS - 5028 - 104

Black
Oil slick mirror (Cat 3)

SDS - 5028 - 107

Gloss mint crystal
Mint green fade (Cat 3)

SDS - 5028 - 108

Grey crystal
Silver mirror (Cat 3)

SDS - 5028 - 161

Lilac crystal
Solid smoke (Cat 3)

SDS 5029

Handmade acetate square rectangular style. The sleek temple features a cut down detail revealing temple lining colour. Made from Eastman's Acetate Renew - made from 60% BIO-based content & 40% recycled materials.

DESCRIPTION

- Eastman Acetate Renew
- Acrylic lens: UV400 - 99%+
UVA & UVB protection
- Lens optical class 1 with filter category 3
(Suitable for driving)
- Suitable for prescription glazing

SIZING

- 56 | 18 | 145 b: 41.4
- ED: 62.7
- Panto angle: 12
- Base curve: 600



Cut down section on temple to show temple lining colour in production.

SDS - 5029 - 101

Brown / Crystal
Solid vintage green (Cat 3)

SDS - 5029 - 104

Black / Orange
Silver mirror (Cat 3)

SDS - 5029 - 106

Navy / Blue
Silver mirror (Cat 3)

SDS 5030

Handmade acetate square rectangular style. The sleek temple features a cut down detail revealing temple lining colour. Made from Eastman's Acetate Renew - made from 60% BIO-based content & 40% recycled materials.

DESCRIPTION

- Eastman Acetate Renew
- Acrylic lens: UV400 - 99%+
UVA & UVB protection
- Lens optical class 1 with filter category 2 & 3
(Suitable for driving)
- Suitable for prescription glazing

SIZING

- 53 | 20 | 140 b: 44.5
- ED: 57.6
- Panto angle: 12
- Base curve: 450



SDS - 5030 - 101

Matte horn / Crystal
Green fade (Cat 2)



SDS - 5030 - 104

Deep green / Orange
Solid smoke (Cat 3)



SDS - 5030 - 108

Grey crystal / Navy
Smoke fade (Cat 3)

SDS 5031

Handmade acetate square rectangular style. The sleek temple features a cut down detail revealing temple lining colour. Made from Eastman's Acetate Renew - made from 60% BIO-based content & 40% recycled materials.

DESCRIPTION

- Eastman Acetate Renew
- Acrylic lens: UV400 - 99%+
UVA & UVB protection
- Lens optical class 1 with filter category 2 & 3
(Suitable for driving)
- Suitable for prescription glazing

SIZING

- 48 | 21 | 140 b: 42
- ED: 58.2
- Panto angle: 10
- Base curve: 400



SDS - 5031 - 104

Black / Crystal
Green fade (Cat 2)

SDS - 5031 - 106

Denim horn
Navy fade (Cat 3)

SDS - 5031 - 113

Crystal clear
Brown with gold flash mirror (Cat 2)