

MENRAD

THE VISION



PRESS RELEASE

40 YEARS OF JAGUAR EYEWEAR

JAGUAR

Menrad celebrates 40 years of Jaguar Eyewear: a success story of exclusivity, innovation and quality

In April 1984, Menrad sealed its first licence agreement with the prestigious Jaguar brand, beginning an impressive journey through four decades of pioneering success. This long-standing partnership between Menrad and Jaguar has been characterised by shared values of design, quality and innovation that have laid the foundations for continued success.



As a highlight of the anniversary year, a strictly limited edition of just 600 pairs of the "40 Years Anniversary Edition" is being launched. These exclusive sunglasses are based on an original vintage design from the 80s and are now realised in high-quality titanium and with integrated spring hinges. This masterpiece of craftsmanship combines timeless elegance with state-of-the-art technology and is not only a high-quality accessory, but also a statement of style and exquisite taste. Each pair of sunglasses comes in an elegant gift box to ensure optimal presentation at the point of sale and offer customers an exclusive shopping experience.

To celebrate this special anniversary, Jaguar Eyewear is proud to present a special anniversary logo that will be used in all communication channels and on all materials. This visual representation symbolises not only 40 years of successful collaboration, but also the continued dedication of both brands to the highest standards.



40^{YRS}
EYEWEAR

The Jaguar Eyewear collections have always been known for combining the latest eyewear technologies and unique design transfers into modern, sporty prescription frames and sunglasses. The details and materials, which have always been inspired by the fascinating automotive designs, as well as sophisticated colour effects and lens shapes based on the design language of the vehicles, give the eyewear a uniqueness and desirability for discerning customers.



Anniversaries are milestones that draw attention to the past and at the same time open the door to new successes. The limited edition will be available at selected dealers from January 2024. Celebrate 40 years of Jaguar Eyewear with us and experience design, luxury, innovation and style in every nuance.



Background information

JAGUAR

Jaguar has made dramatically beautiful luxury cars since 1935, driven by its passion to make life more extraordinary for its customers. Today's world-class Jaguar model range comprises the XE and XF saloons and XF Sportbrake, F-TYPE sports car, F-PACE performance SUV, E-PACE compact performance SUV and all-electric performance SUV, the I-PACE. From 2025 Jaguar will become a pure electric modern luxury brand with a dramatically beautiful new portfolio of emotionally engaging designs and pioneering next-generation technologies. The journey towards electrification is already under way with a range of mild and plug-in hybrid and full electric models available today.

<https://www.jaguar.de/>

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