



DANIEL HECHTER

P A R I S



DHS310-8



DHM314-5



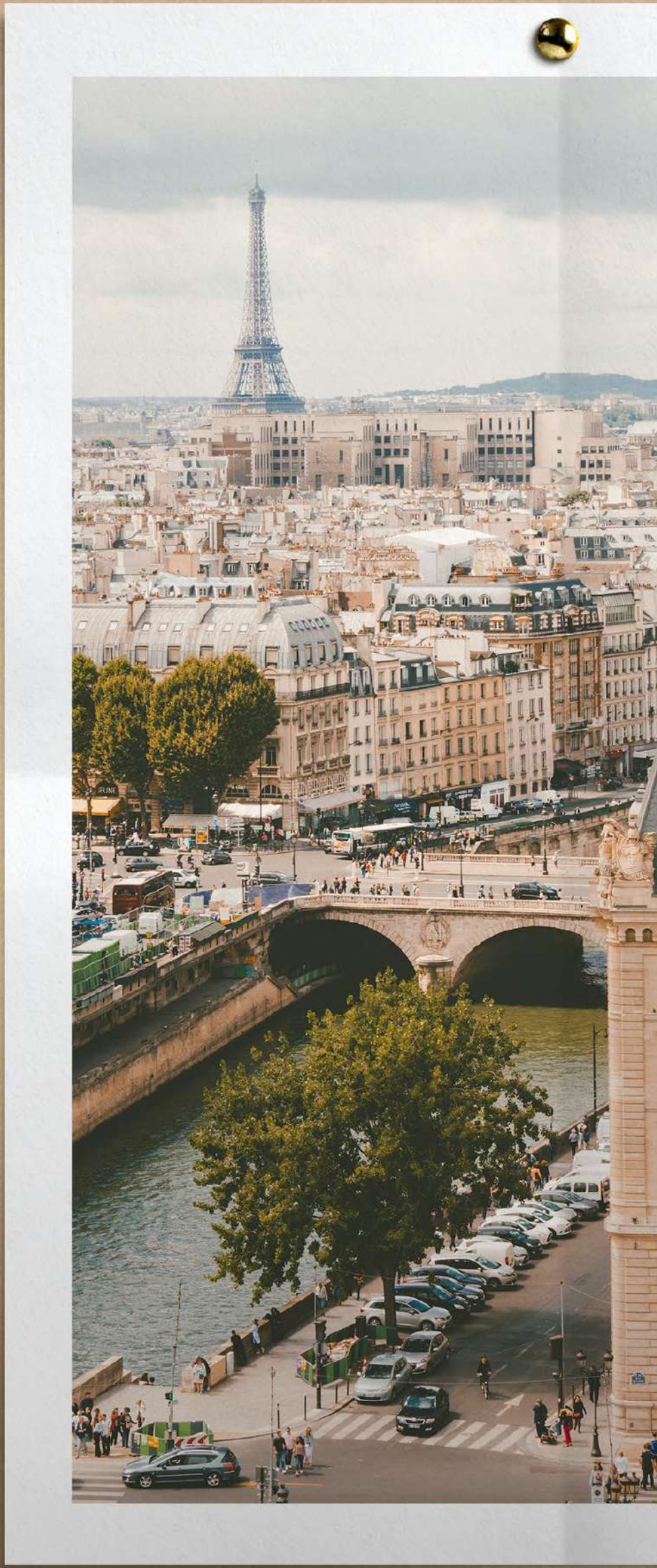
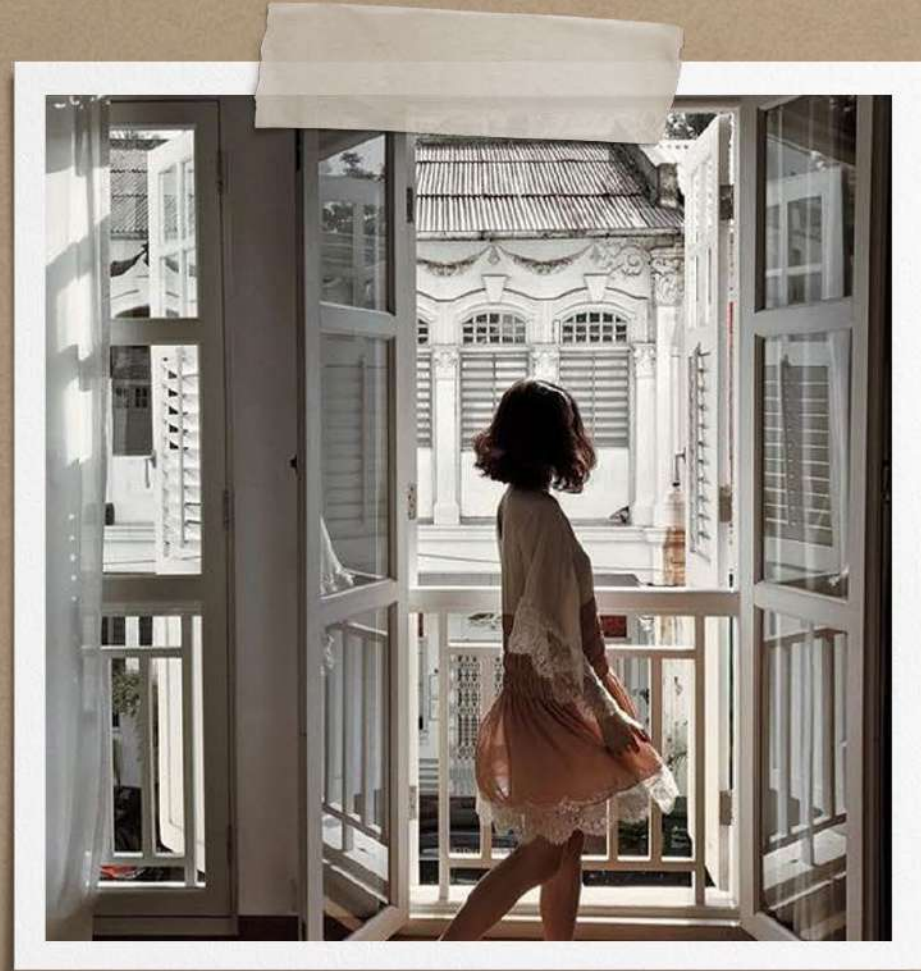
DHP649-2




DANIEL HECHTER
PARIS

WORLD OF

Daniel Hechter



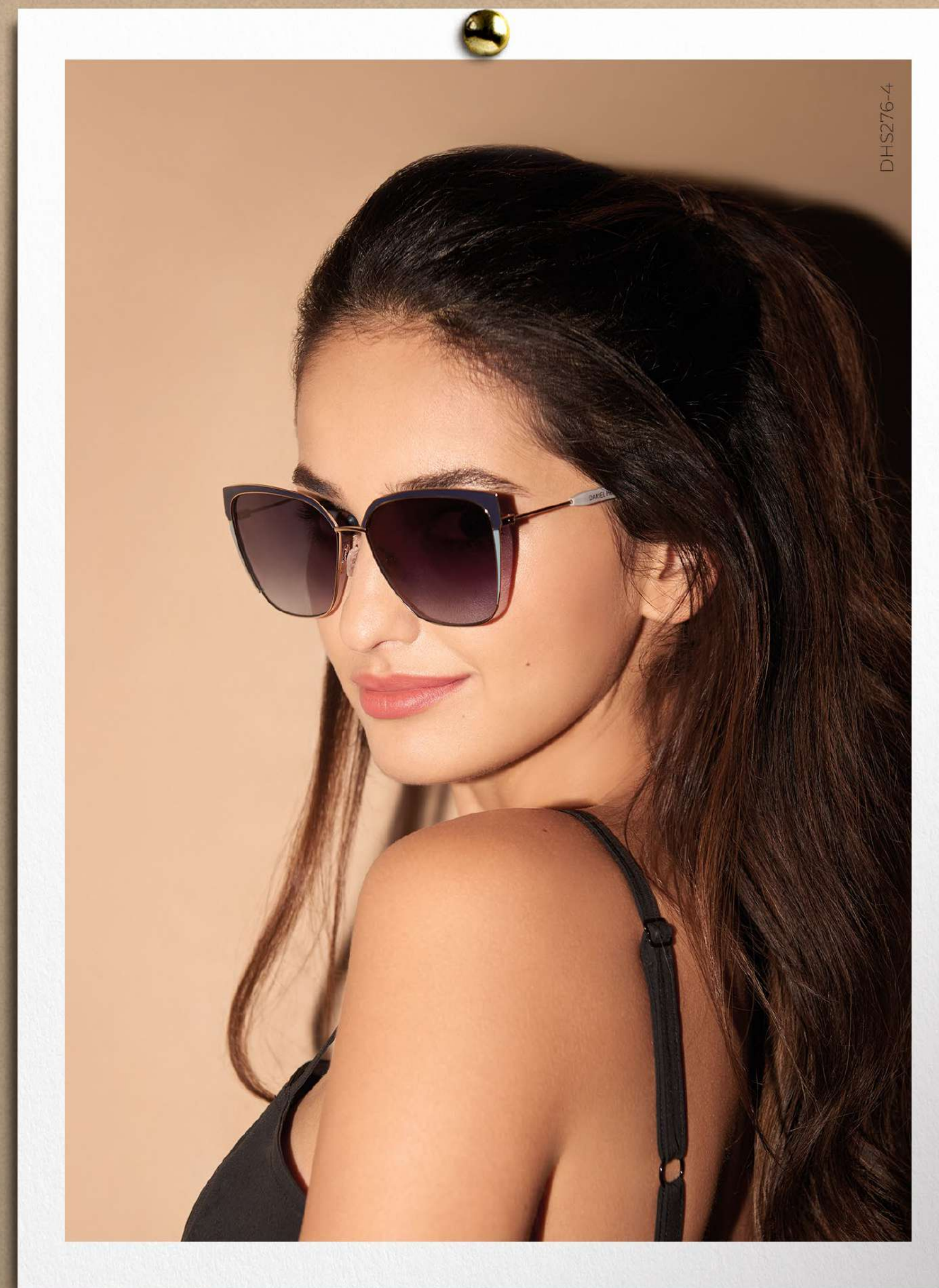
THE BRAND

Daniel Hechter

// Daniel Hechter Eyewear reflects the best sides of the French way of life. Being confident, open-minded and elegant, the collections are oriented towards the latest fashion from Paris.

// The frames convince through their trend-oriented colour and material combinations paired with extraordinary highlights. High-quality glasses perfectly round off the liaison of sporty chic and elegant nonchalance.

// For connoisseurs and lovers of the French “savoir vivre” who take a touch of glamour to the streets.





DHM296-4
DHS232-4

Daniel Hechter **EYEWEAR**

// Elegant and versatile ladies' and men's collections

// The colouration of the frames is oriented on current Daniel Hechter fashion trends

// Classic colours with bold accents

// Sporty chic and French elegance, affordable to everyone

FRENCH CHIC
TRENDY
MODERN COLOURS
CHALLENGING



DHS217-6



DHM577-3

SALES ARGUMENTS

Optical glasses

// Suitable for varifocal lenses

// Materials such as acetate, metal, stainless steel, titanium and aluminium

// Modern-contemporary design approach & original visual language

// High quality standards in terms of functionality and wearability





SALES ARGUMENTS

Sunglasses

// High-quality CR39 lenses for acetate sunglasses

// PC lenses for metal sunglasses

// Rear side anti-reflection coating

// Prescription eyewear

Special

FEATURES

EASY WEAR Ergofeel®

Our metal frames are equipped with the self-adapting Ergofeel nose pad system by Visottica. This allows the frame to adapt to various nose shapes and face morphologies.

COMFORT STRETCH

When we talk about Comfort Stretch, we refer to our spring hinges that offer wearers increased stability, improved ergonomics and increased wear comfort.



EASY WEAR



COMFORT STRETCH

Special **FEATURES**

WATERPROOF

Our sunglasses are not just fashionable, but also equipped with a hydrophobic coating on the front of the sunshade lenses. This coating makes sure moisture just simply rolls off the lens surface.

ULTRALIGHT

Ultra-light and thin metal frames are among the most popular style trends in the world of glasses. These minimalistic, super-light solid metal designs are furthermore supplied with a slim bare metal temple.



WATERPROOF



ULTRALIGHT



DHS310-8

Daniel Hechter **COLLECTION**

// Oriented on current Daniel Hechter fashion in Paris

// Fresh colour concepts because of eye-catchers like canary yellow, lavender or pumpkin orange

// Acetate fronts and temple tips in pastel colours

// Geometric shapes in acetate and metal for men and women

CATEYE CONCEPT

These frames shine with their stylish cateye shape and a comfortable feel thanks to the Visottica Ergofeel nose pads. The colour scheme ranges from simple designs to more striking designs such as the marble effect. Oversized models convince with a contrast between the filigree metal frame and the bulky statement temple.





MALE & UNISEX CONCEPT

This concept includes unisex models as well as typical men's frames that score with lightness and convince with nonchalance. The majority of the eyewear models are characterised by a "matt & shiny" effect, which is created by the combination of the shiny metal frames and the eye-rims with a matt finish. One model impresses with a striking acetate front that is milled in different thicknesses to create different height levels. The concept is kept in muted colours and embodies a discreet understatement.



// DHM386-3  



DANIEL HECHTER
// DHM358

Color swatches: three circles in black, dark blue, and grey.

Icons: feather and cross.

Detailed description: A pair of rectangular glasses with a dark blue frame and gold-colored temples. The brand name 'DANIEL HECHTER' is printed on the lower right lens. To the left of the glasses is a small grey paper tag with two circular icons: a feather and a cross.



DANIEL HECHTER
// DHM384

Color swatches: three circles in dark blue, gold, and brown.

Icon: feather.

Detailed description: A pair of rectangular glasses with a black frame and gold-colored temples. The brand name 'DANIEL HECHTER' is printed on the lower right lens. To the left of the glasses is a small grey paper tag with a circular icon of a feather.



DANIEL HECHTER
// DHM386

Color swatches: three circles in brown, black, and dark blue.

Icons: feather and person.

Detailed description: A pair of rectangular glasses with a dark brown frame and gold-colored temples. The brand name 'DANIEL HECHTER' is printed on the lower right lens. To the left of the glasses is a small grey paper tag with two circular icons: a feather and a stylized person.



DANIEL HECHTER
// DHM387

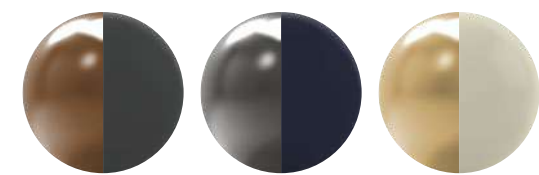
Color swatches: three circles in gold, brown, and black.

Icon: person.

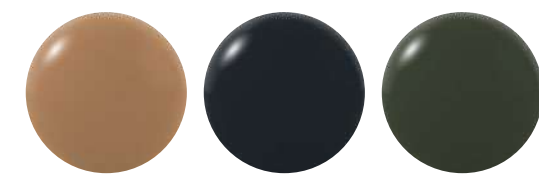
Detailed description: A pair of rectangular glasses with a clear frame and gold-colored temples. The brand name 'DANIEL HECHTER' is printed on the lower right lens. To the left of the glasses is a small grey paper tag with a circular icon of a stylized person.



// DHM389

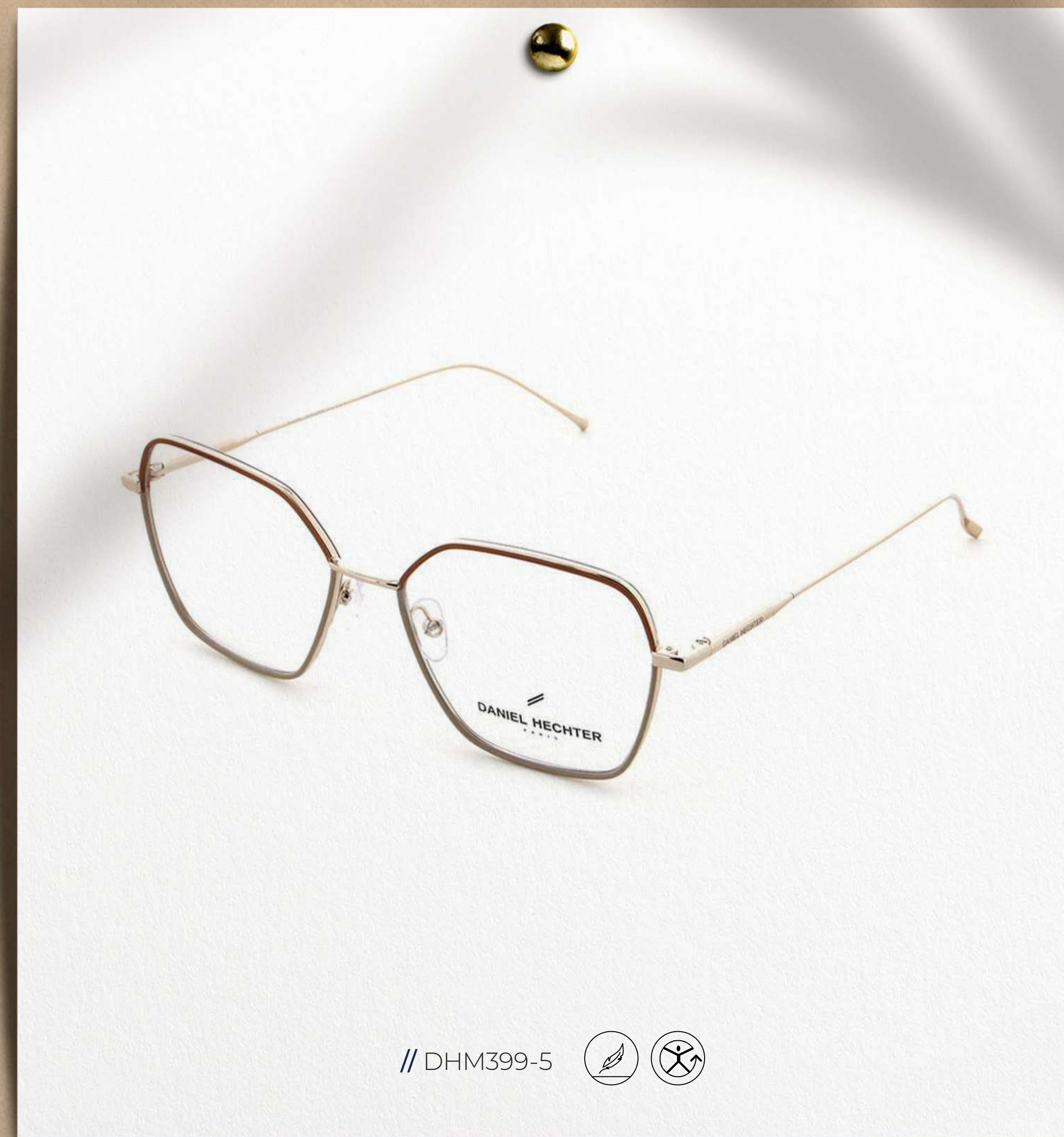


// DHP698



WINDSOR-RIM CONCEPT

This product concept includes the classic Daniel Hechter Eyewear glasses, which stand for a simple and timeless design. Crafted from a delicate metal frame combined with a two-tone acetate Windsor rim, these styles shine with a blend of seriousness and nonchalance. Whether “Casual Friday” or “Daily Business”, these models can be combined with any outfit. The distinguished colouring adds a certain touch of elegance.



// DHM399-5  



ACETATE CONCEPT

The new Acetate Concept is intended for all those who appreciate superlatives and at the same time value design nuances. The special feature of the design is the 3D effect that creates light reflections and is created by a special facet milling. The men's models of this concept stand out with a new positioning of the logo on the top of the temples. A fresh and modern colour scheme on the unisex models gives the frames a certain pep. The male models also impress with a more austere shape with timeless and muted colour combinations.





// DHP705



// DHP707



// DHP708



// DHP709







Plexi logo



Case optical glasses & sunglasses



Window displays set optical



Window display set sun





MPG display

POS
material



Lookbook



Poster



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