

DUTZ
EYEWEAR

PRESS RELEASE

Oss, August 7, 2019

Dutz Eyewear collection fall-winter 2019/2020

For the Dutz designers, it's a challenge every single season to get an idea of and translate the fashion trends into a refreshing collection. What did we see on the runway? And what are we seeing a few months later in stores? It's always a matter of connecting the dots.

Both the New York and the London Fashion Week collections celebrated the '70s and the '80s with the ultimate fashion flashback. We were treated to refreshing fashion trends for the fall-winter season: an endless source of inspiration for the Dutz designers.

We are proud to present the Dutz 2019-2020 fall/winter collection. Enjoy a perfect reflection of the fashion and styles of the season!



Note to editors:

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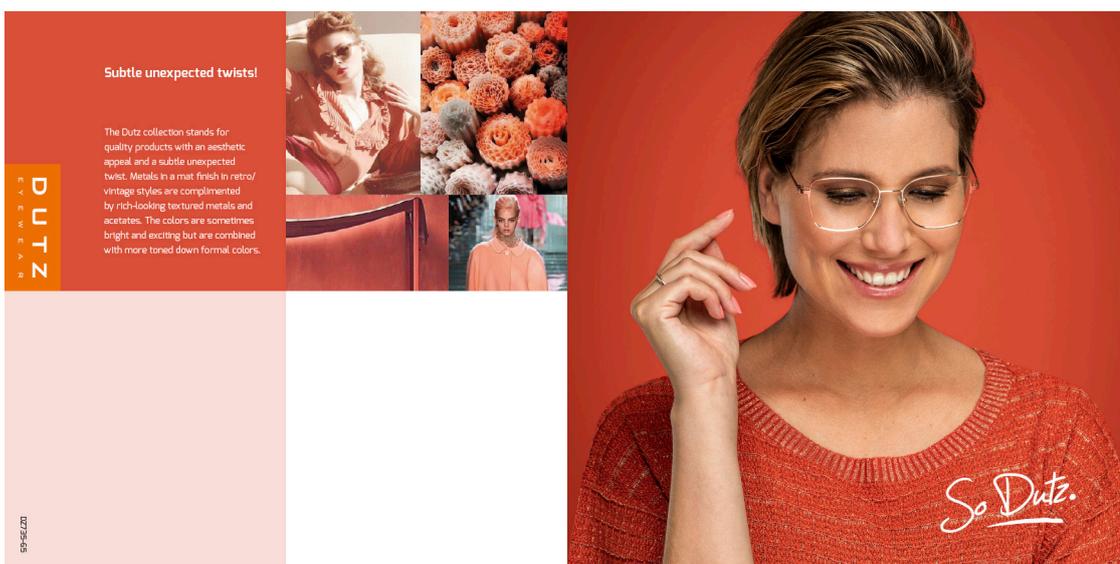
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70's Square

Square frames and models with slightly rounded corners will remain a trend, building on the popularity of retro and vintage. You'll really make a statement with the oversized frames!

Eyewear fashion of the '70s is making a comeback anyhow. Dutz has embraced this vintage flashback with enthusiasm. The trend also suits all face shapes. From minimal colours to combinations of vibrant rainbow colours: the options are endless, and combine perfectly with all personal styles. Vintage, timeless and still so Dutz!



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Dutz gives life colour!

One thing stands out about the colours for this season: the focus is on pink and red. Along with other bright colours, they form a colour palette you may not expect in autumn. This season, it's not about understated tones - it's going to be a colourful winter!

Flattering magenta

Warm and flattering magenta was the biggest trend during the fashion weeks. With winter coming up, Dutz is exchanging summery pink pastels for the endless nuances of this deep red-purple colour. The warm pink makes for a late summer hue combined with wintry dark tones like grey. That combination works. It's obvious!

A simple touch of vibrant colors!

We love simple details. Pure and contemporary lines, vibrant colors; the natural beauty of the eyes are fully revealed through the clean-cut design of the frames. A good balance between striking but commercial, matching the current fashion trend, that is what Dutz is all about!

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DZ74B-75

Chili pepper red

Another striking Pantone topper this autumn is chili pepper red: a spicy red tone that evokes excitement and stimulates the senses. A daring tone, but also a logical successor with red's continued popularity. This season, the flaming red hue of the chili pepper is really the colour, as shown by this chili red 'So Dutz' look!

Blast from the past!

The Dutz designers have given circular and square shapes a contemporary makeover. Round shapes with striking patterns and pento shapes and metal squares in bright color blocking combinations all achieve a sense of edgy sophistication. All in all a nostalgic collection with a modern Dutz twist!

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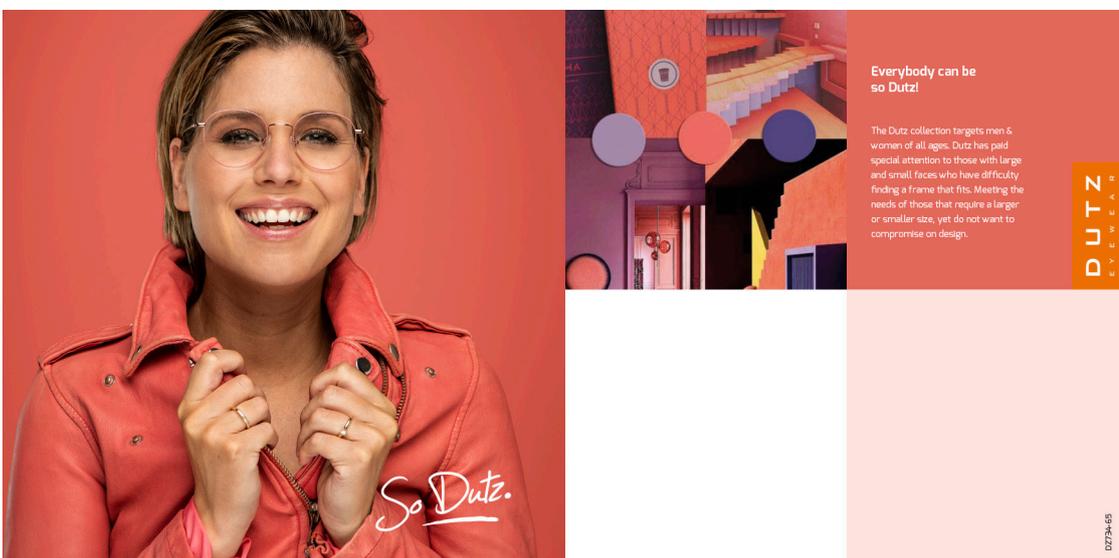
Biking red

The slightly darker red colour biking red was all over the runway. Pantone describes this deep-red hue as adventurous, strong and powerful. The Dutz designers translated this colour into several trendy models, too. Particularly the model in the image shows how this trend brings out the best in a frame.



Healthy glow coral red

Of course, healthy glow coral red is a must in the Dutz 2019-2020 fall/winter collection. It's the colour of the year! Model DZ734 for example, with the vibrant coral tone on the rims and temple tips, will look perfect on you!



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Pastels: green, lilac and gold

Not a fan of intense colours? Then there are still loads of options. Pastels will continue as an important trend. Our collection combines powder dust pastel green and lilac with rose gold and yellow gold. Together, they create a subtle chic look.



In-house design & quality supervision

We design our own eyewear and control the entire process, from design to production of the components. This results in a high quality collection of frames that are comfortable and look and feel good on any face. By using allergy-friendly and solid stainless steel materials, Dutz's frame design achieves durability.

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DZ794-06

Green tones

The Dutz collection also features various shades of green, like bold army green and deep forest green. A beautiful palette of green hues, to perfectly match your fall and winter wardrobe. For example, the striking Havana acetate of model DZ2235 perfectly matches the subdued but playful green. Or opt for the successor of model DZ2208 in beautiful new Mazzuchelli acetate in army green hues.



Mazzuchelli acetates

Dutz Eyewear has extended its range of colorful acetates using the finest Mazzuchelli materials. For the Dutz touch special attention has been paid to original designs for the temples. A unique design for each temple. A feast for the eye and so Dutz!

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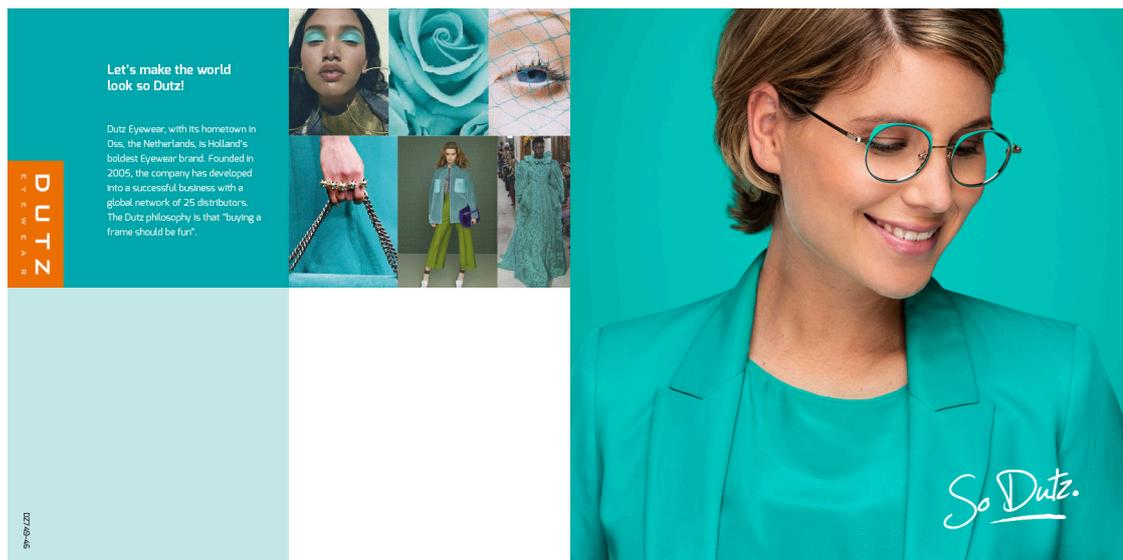
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Aqua blue

Looking forward: trendwatchers say the aqua blue tone will be the trend colour of 2021. The Dutz designers have already gotten a head start with model DZ749 in lovely aqua tones.



Let's make the world look so Dutz!

Dutz Eyewear, with its hometown in Oss, the Netherlands, is Holland's boldest Eyewear brand. Founded in 2005, the company has developed into a successful business with a global network of 25 distributors. The Dutz philosophy is that "buying a frame should be fun".

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Subtle oval

This season, Dutz is also introducing the oval shape: a beautiful alternative to the well-known round shapes that were on trend in recent seasons. Oval perfectly captures the spirit of the times. Its smaller shape makes the frame a more subtle presence on the face. That makes it perfect for those who love a simple but elegant style. The unique colour gradations of model DZ737 combine beautifully with the natural, earthy Havana tones of the turtle print. Speaking of timeless chic!



Blast from the past!

Dutz is all about commercial shapes and fabulous colors. Sometimes subtle, sometimes with a twist and sometimes just that little bit different. Metal with a subtle relief combined with elegant line patterns. Or a cheeky, preppy round look; vintage looks the Dutz way!

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DZ737-45

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Bold pilot

The pilot frame is always a winner. With the characteristic double bridge and big lenses, you'll look cooler than anybody. And the great part is: you will today, tomorrow and for decades to come. No one's complaining about this frame being a fashion trend again this season...

