



# PRESS RELEASE

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## Collection Dutz Eyewear summer 2022

According to some of the fashion gurus, fashion trends have been a thing of the past since the pandemic. And that's partly true: This season is a chaotic, creative mix of what the post-pandemic world wants right now. Lots of color. That is what many people long for. Dutz has a good dose of happiness in store for us with the latest summer collection!

We're excited to share a few of the most popular trends in eyewear & fashion that we believe will set the stage for the summer eyewear trends. The list contains certain styles that have comforted us over the last 2 or 3 years but still feel fresh with "So Dutz" updates!



Note to editors:  
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# PRESS RELEASE




## COLOUR ME FREE

In 2022 there is no excuse for a neutral color palette. Time for a good color overdose! A berry delicious colour story.. This season, it's all about candid, vibrant & juicy tones; rich red, abundant blue, roaring purple, kelly green, vivid fuchsia, highlighter yellow – be as adventurous as you dare and gorge yourself on the So Dutz gem tones!



**THE TREND:**  
**Multi colour**  
Colour me free!



**THE TREND:**  
**Multi colour**  
Keep it bold and go green!



**THE TREND:**  
**Multi colour**  
Keep it bold - electrifying blue



**THE TREND:**  
**Multi colour**  
Keep it bold - pink is the new black



# PRESS RELEASE

**DUTZ**  
E Y E W E A R



A collage of images featuring tropical pink and floral patterns, including a woman in a floral dress, a parrot, and various floral motifs.



DUTZ  
E Y E W E A R



A pair of round, multi-colour glasses with a pink and purple patterned frame, shown against a white and light pink background.

022284-75

**THE TREND:**  
**Multi colour**  
Keep it bold - tropical pink

01



A collage of images featuring coral and orange tones, including a woman in a coral dress, a man in a coral shirt, and various coral and orange motifs.



DUTZ  
E Y E W E A R



A pair of round, multi-colour glasses with a coral and orange patterned frame, shown against a white and light coral background.

022285-05

**THE TREND:**  
**Multi colour**  
Keep it bold - colour me coral

01



A collage of images featuring International Klein Blue, including a woman in a blue dress, a man in a blue shirt, and various blue motifs.



DUTZ  
E Y E W E A R



A pair of round, multi-colour glasses with a blue and white patterned frame, shown against a white and light blue background.

022286-06

**THE TREND:**  
**Multi colour**  
Keep it bold - International Klein Blue

01

# PRESS RELEASE

**DUTZ**  
E Y E W E A R

## BETWEEN THE LINES

Stripes are indispensable in the Dutz collection. We've been seeing them for several seasons now, but the end is far from in sight... Thick, thin, double, transparent or shaded: stripes are a huge trend again this season for that touch of extra character!



THE TREND:

**Between the lines**

03



DUTZ  
E Y E W E A R



02281195

THE TREND:

**Between the lines**  
Stripe it up

03



DUTZ  
E Y E W E A R



02281195

THE TREND:

**Between the lines**  
Mixed stripe play

03

# PRESS RELEASE

**DUTZ**  
E Y E W E A R

## DUTZ TITANZ - MINIMALISTIC YET FANCY

Minimalist frames are characterized by subtle lines and simple and elegant designs. And that is definitely not dull! On the contrary: with minimalist designs you can make a powerful statement. For the 3 new Dutz Titanz models the Dutz designers have given this trend a little twist by applying striking, fresh color accents on the lens rims. Prefer something more modest? In the Dutz Titanz range you can also find models in classic, neutral tones. Go for a sophisticated, classic, and elegant look!

