



DUTZ

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PRESS RELEASE



SS / 24

SS24 / PRESS RELEASE





Model DZ857-46

Model DZ825-77

SS24 / 50 DUTZ



Embrace vibrant hues and timeless elegance with the 2024 Spring collection brought to you by Dutz Eyewear

As we inch closer to the end of the year, it's time to start looking ahead to what the future holds in eyewear and for the Dutz 2024 spring collection in particular.

Dutz is all about trends and owning 'AFrameforEveryGame.' So, after a thorough analysis of fashion shows, as well as eyewear & colour trends, our style and design experts have curated a list of the trends and new additions to the Dutz collections for the upcoming spring season.

The focus this season is on incorporating a diverse range of designs such as cat-eye and round shapes and updated interpretations of classic styles, to offer a comprehensive selection that

appeals to different tastes and preferences. For those seeking contemporary, sophisticated and colourful eyewear, these 20 new Dutz models tick all boxes and appeal to multiple tastes.

Each frame embodies a blend of modern designs with timeless appeal, accentuating individual style statements.

For more information, images, or inquiries about the "Dutz spring 24" collection, please contact

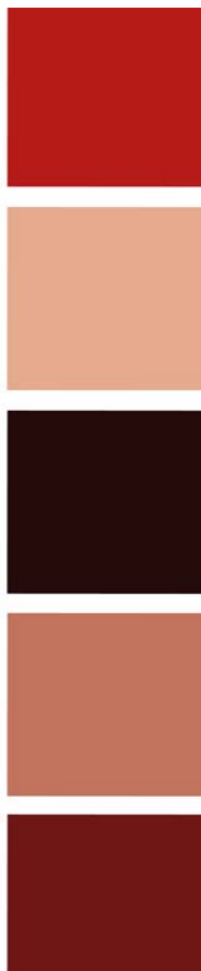
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Model DZZ2268-95



BASED ON THE FASHION TRENDS



Inspiration for the Dutz frames is found in fashion trends and foreign cultures where elements of impressions are moulded into frame designs with vibrant colors and personality combined with Dutch simplicity and elegance.

COLLECTION SS24

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 again this 2024 spring-summer season!

Model DZ2321-85



COLOR OF THE YEAR 2024

APRICOT CRUSH



Apricot Crush

coloro
024 — 65 — 27

1. SUBTLY STRIKING CATEYE

MODEL
DZ2324-46

(50-17/145)



MODEL
DZ2324-45

(50-18/145)



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Cat-eye frames are a classic style that has never really gone out of fashion. In 2024, cat-eye frames are getting a modern update with bolder shapes and brighter colors to elevate the classic cat-eye style. The Dutz designers have paired tortoiseshell & geometric acetates as well as on-trend translucent acetates with traditional marble pattern acetates to establish a balance between classic charm and current edge. Model DZ2324 offers a modern twist while staying true to the iconic cat-eye look. For those who love to stand out and go bold, model DZ2324 is the perfect pick.

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The colour trend talk of the town is shaping up to be a calming mid-tone blue colour known as 'elemental blue'. This colour represents harmony and brings a sense of stability and moderation. Elemental blue isn't intrusive; it's a sensible shade. Here's a little taste of how elemental blue energy fits into the Dutz spring 2024 collection! Model DZ2324-45, for an understated classic and chic look in soft elemental blue and millennial pink shades and a colourful cloisonné mosaic acetate.

2. WHIMSEY CIRCULAR FRAMES

MODEL
DZ868-65

(50-17/145)



MODEL
DZ863-47

(42-24/145)

This preppy round Dutz classic model DZ863 in shades of blue and green is poised to be a hit for the 2024 season. The colors evoke a sense of nature and tranquility, enhancing the timeless appeal of round frames. The combination of blue and green tones creates a refreshing and harmonious look, perfect for capturing the essence of the season's style.

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Circular frames evoke a nostalgic charm and offer a whimsical twist to modern fashion. These frames express nostalgia while adding a modern touch thanks to their classic form and are a fun throwback to classic design.

Model DZ868-65, in fiery red with grey accents, is a bold and stylish choice. This combination offers a striking contrast between the vibrant red and the subtlety of grey, while the funky shape adds an extra element of individuality and flair to the frame, making it stand out as a trendy fashion statement.

CYBER LIME

WGSN - 051-76-36 - COLORO



GENNY

LOSOPHY DI
LENZO SERAFINI

BEATRICE B

BOTTEGA
VENETTA

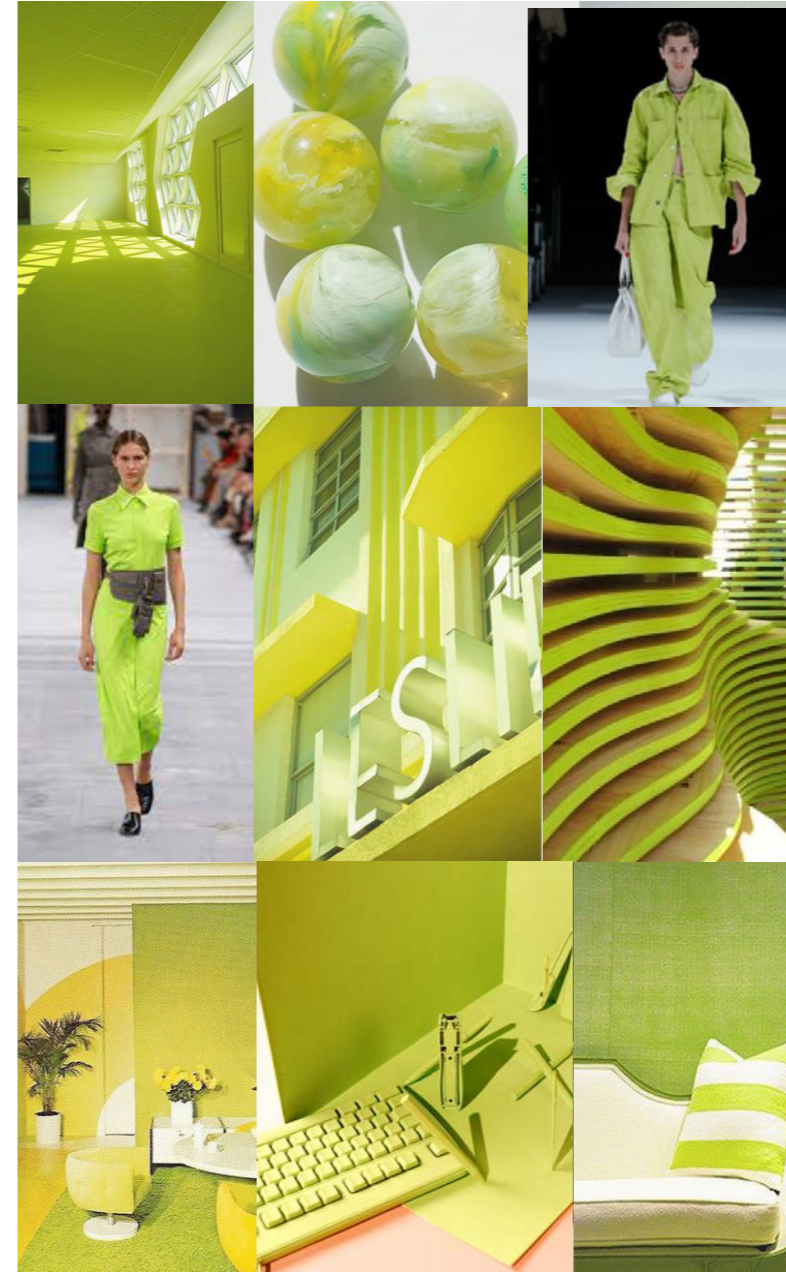
CYBER LIME

coloro

051 - 76 - 36

3. CYBER LIME

MODEL
DZ868-46
(50-17/145)



MODEL
DZ870-85
(48-19/140)

Model DZ868-46, in vivid aqua, black and cyber lime, is set to be a showstopper for the 2024 spring season! These bold, vibrant colors bring a refreshing and daring edge to the classic circular shape, adding a modern twist that's sure to turn heads. Expect this model to make a statement and perfectly capture the vibrant energy of the season.

Cyber Lime is a luminous and zesty shade, it exudes an energetic freshness and is sure to turn heads. It's perfect for those who want to make a statement. This dopamine-bright trend is continuing to be huge in the coming months. The combination of cyber lime and grey of model DZ870-85 offers a bold tech-inspired vibe. Balanced by the subtlety of grey, the addition of the acid stripe pattern adds an extra element of modernity and style to this gents frame.



ELEMENTAL BLUE

WGSN - 117-47-13 - COLORO



DORIA BECKHAM

ALTUZARRA

BADGLEY MISCHKA



LES JEUX OLYMPIQUES DE PARIS 2024 COMMENCENT

NO.1 Pantone 13-0650 TPG
NO.2 Pantone 15-4722 TPG
NO.3 Pantone 19-3912 TPG
NO.4 Pantone 17-4140 TPG

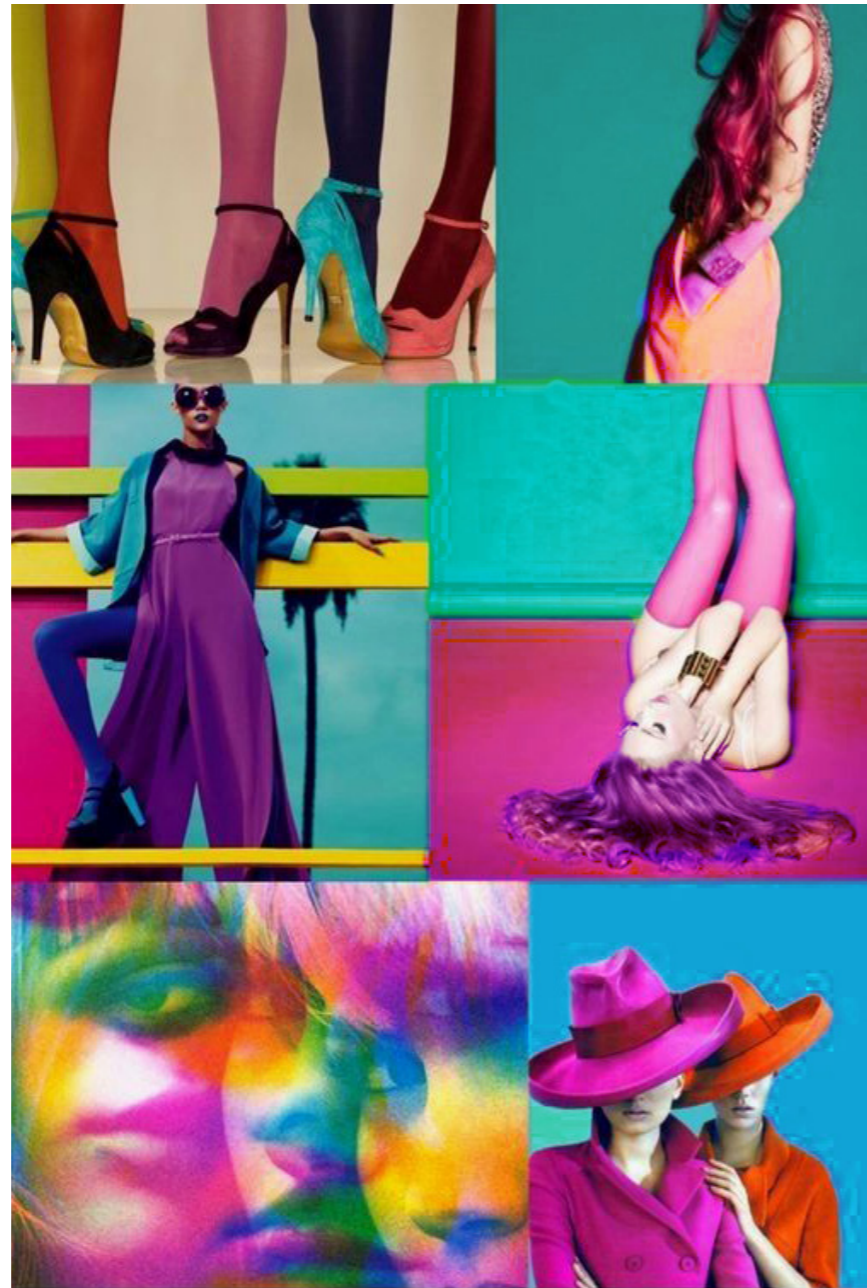
Gauche

Gestuz

4. 70'S RETRO REVIVAL

MODEL
DZ869-76

(49-19/145)



MODEL
DZ869-45

(49-19/145)

If you're looking for a statement piece, model DZ869 is the way to go. The trend color "apricot crush" paired with blue tones in model DZ869-45 creates a refreshing and captivating combination. This blend offers a playful yet elegant contrast, providing a lively pop of warmth with the apricot hue while the blue tones complement and balance the overall look, resulting in stylish and versatile frames perfect for the summer season.

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The allure of the past never truly fades, and in 2024, retro-inspired frames are set to make a powerful comeback. These shapes evoke a sense of nostalgia and sophistication, making them a favorite among fashion enthusiasts.

Combining the retro elements of cat-eye and round shapes in vivid magenta, plum, and aqua creates a stunning fusion of vintage and modern aesthetics. This blend offers a diverse range of options, allowing wearers to express their style through nostalgic yet trendy frames that showcase a unique mix of colors and shapes.

RADIANT RED

WGSN - 011-50-32 - COLORO



MOSCHINO

BODE

ZARRA

RADIANT RED

coloro

011 - 50 - 32

5. COLOUR FIELDS

MODEL
DZ2270-68

(43-23/140)



MODEL
DZ2323-45

(49-20/145)

For the spring/summer 2024 color fields trend, anticipate a blend of both vibrant and soothing hues. Expect playful pastels like coral red, mint green, and buttery yellows to mingle with lively shades such as bright turquoise, indigo blue, purple and sunny oranges. This season also embraces earthy tones like terracotta and beige to complement the energetic palettes of models DZ2270 and DZ2323.

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The spring/summer '24 Fashion Week shows were filled with vibrant, unexpected pops of color. Digital lavender, officially named the colour of the year 2023 by the trend forecasting website WSGN, was one of the most important trend colours of the 2023 winter season and continues to be popular for summer. A closer look at the purple shade reveals how it produces a range of moods. Lavender popping up alongside, blue, ochre yellow and coral red, expressing the contrasting feelings, for a striking yet elegant look.

FONDANT PINK

WGSN - 147-70-20 - COLORO



MARIA MCMANUS

HUIZHAN ZHANG

FONDANT PINK

coloro

147 - 70 - 20

6. COLOUR GRADIENTS

MODEL
DZ2326-76

(48-19/140)



MODEL
DZ2326-75

(48-19/140)



Model DZ2326-75: A burst of color and a vibrant ombre effect to elevate any look. The unique combinations of purple, aqua and ochre hues combined with subtle flower acetate, create a visual impact that is hard to ignore. A bold statement which adds a touch of personality to an everyday look.

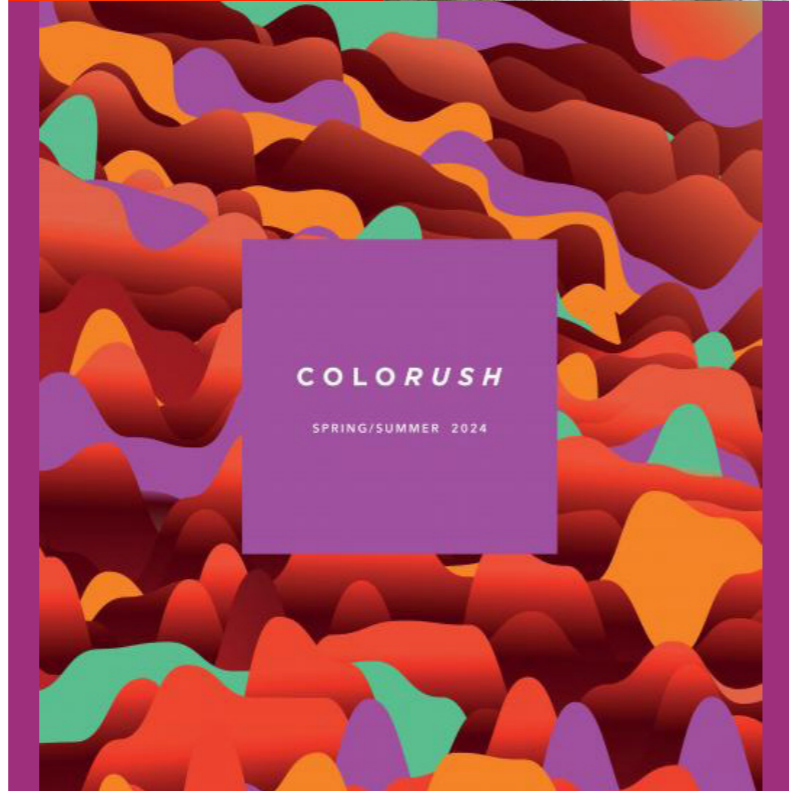
The vibrant transition in colors immediately catches the eye, making this Dutz model a statement accessory.

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Gradient frames are gaining popularity in 2024, representing a contemporary yet subtly artistic approach to eyewear design. Model DZ2326 offers a mesmerizing transition of hues and subtle flower patterns, adding a touch of flair and vibrancy to any look.

7. BOLD COLOUR CRUSH

MODEL
DZ866-75
(43-26/145)



MODEL
DZ866-15

(43-26/145)



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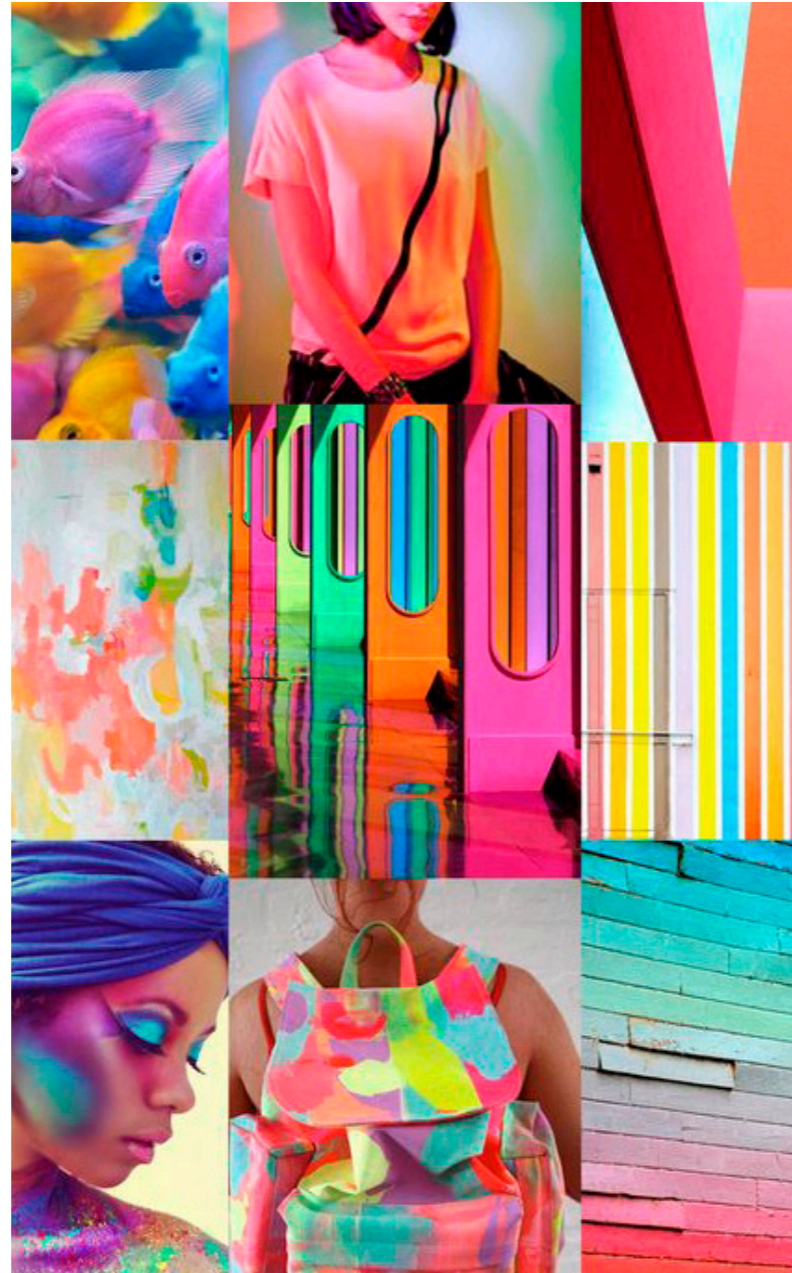
For those who love to make a statement, bold and vibrant colours will be a go-to choice in 2024. Daring combinations that exude energy and playfulness. Ocean aqua, fiery red, acid lime, neon green and vivid pink & purple are adorning Dutz model DZ866, adding a so Dutz pop of personality.

In 2024, expect bold and colorful eyewear to be a major trend. Think vibrant colors, daring shapes, and playful hues that make a fashion-forward statement while expressing personality. Colour-blocking is all the rage this season and we're obsessed! Dopamine dressing and colourful eyewear that make you feel optimistic and happy are here to stay!

S. Dutz

7. BOLD COLOUR CRUSH

MODEL
DZ868-76
(42-24/145)



This quirky round-shaped frame in vibrant pink, plum, and green offers a fun and eclectic option for those seeking eyewear that stands out. Model DZ868 beautifully embraces bold, vibrant colours, injecting a playful twist into the classic round shape. It's a fantastic option for adding a fun and lively touch to any style while making a bold fashion statement.

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MODEL
DZ867-76

(48-19/145)

The combination of magenta pink and aqua in the panto-shaped model DZ867 is a trendy and colourful choice for the season. This colour fusion combination radiates vibrancy and playfulness, providing a refreshing and chic option for those who love to embrace bold and lively hues in their eyewear, making a vibrant colour crush statement!

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NUTSHELL

WGSN - 024-37-20 - COLORO



VALENTINO

GENNY

MAXIME
SIMOENS

NUTSHELL

coloro

024 - 37 - 20

8. CLASSIC PANTO

MODEL
DZ864-46

(51-21/150)



MODEL
DZ870-85

(48-19/140)

A warm, earthy tone that is set to be big in 2024 is brown. Rich and spicy nutshell brown is a little 1970s retro, and far softer than harsh black. It is an essential color for timeless designs, and it blends with so many colour palettes. Pairing Nutshell Brown with complementary colours such as camel brown and indigo blue, adds a refreshing pop of color to balance the warmth of the brown as seen in model DZ857-35.

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For men who want to keep it traditional, there are many great options in the Dutz collection. Take model DZ864 for instance. A classic soft-squared panto shape that perfectly harmonizes elegance with an urban flair. The combination of navy blue with petrol evokes a sense of timeless sophistication. This blend offers a versatile yet refined look, with the blue providing a traditional touch while the petrol hue adds depth and a modern twist. For a vintage feel to your everyday look.

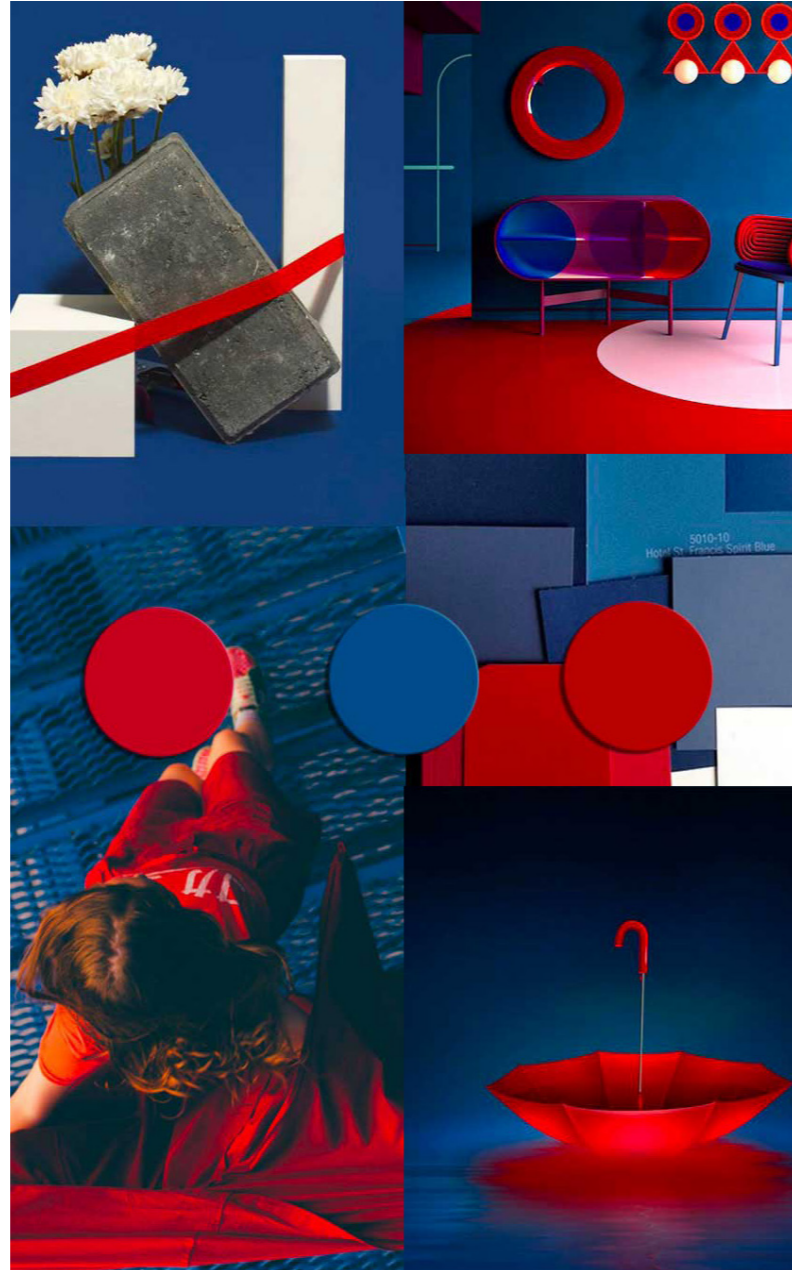
8. CLASSIC PANTO

MODEL
DZ865-65

(50-21/150)

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The combination of blue and red in men's frame DZ865-65 creates a striking contrast that's both classic and contemporary. Through the subtle contrasting elements within the design, this blend offers a stylish and dynamic look, adding a touch of vibrancy to the classic shape while maintaining a sophisticated appeal.



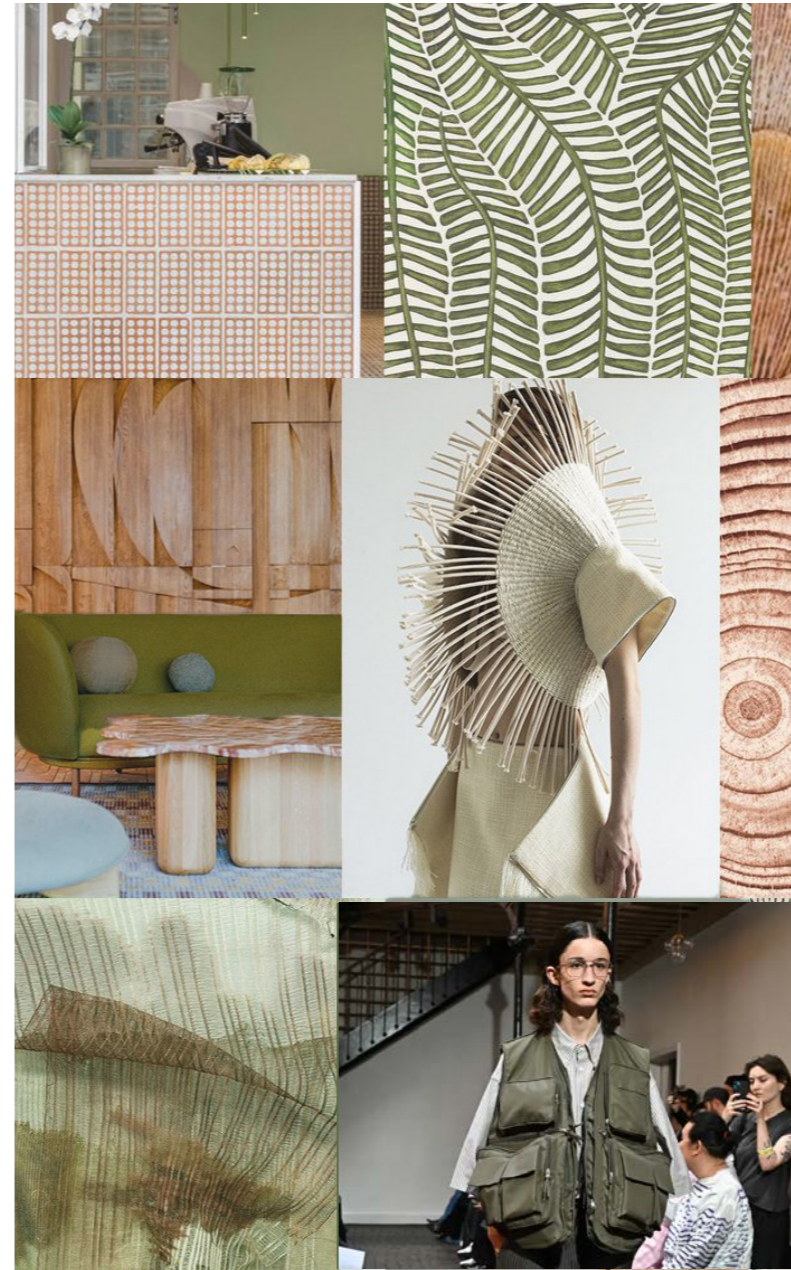
9. CRYSTAL CLEAR

MODEL
DZ2325-55

(48-19/140)

So Dutz.

Low-key yet stylish, clear frames are elegance in simplicity. And in 2024, the spotlight will shine brightly on clear frames. The combination of the transparent and green gradient acetate of model DZ2325-55 offers a playful yet sophisticated aesthetic, with the transparent elements allowing for a modern, airy feel while the green gradient adds depth and character to the frame, making them a stylish accessory for the season.





Model: DZ2317-46

(44-24/145)

- Colors
- Teal
 - Light Gray
 - Dark Red
 - Light Teal
 - Orange



Model: DZ841-45

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For more information
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