

PRESS RELEASE



Oss, 24 December, 2022

Collection Dutz Eyewear Spring 2023

With 2023 just weeks away, we like to look towards the next year's upcoming eyewear trends that we're expecting to see take center stage in 2023. While the Fall-Winter 2022-2023 season saw fashion go back to basics, Spring 2023 had a festive spirit and evoked imagination, with pieces that married fashion and art. Gone are the days when eyewear came in fairly standard styles and limited colours, as nowadays the range of eyewear is vast with the catwalk having an impact on the latest fashion trends.

Round, square, geometric, rectangular and cat-eye – popular shapes which can all be found in the Dutz collection this spring season in a variety of colours and colour combinations. Pantone's colour trend report for Spring/Summer 2023 is full of bold colours! The experts from the Pantone Colour Institute introduced 10 shades that "integrate tradition and innovation, marrying our need for brightness and vibrant positivity with quieting tinted tones."

We're excited to share a glimpse of the new Spring 2023 collection which is more colourful and expressive than ever before!



Note to editors:

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TREND #1: OVERSIZED RECTANGULAR

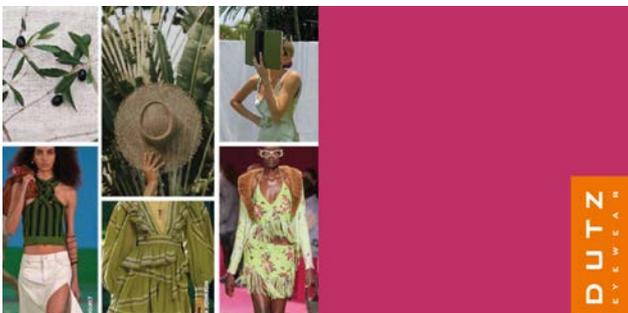
Oversized silhouettes took the runway by storm once again, and unsurprisingly, retro-classic rectangular-shaped glasses are back. Oversized beauties in sophisticated silhouettes are catching up from the past, and they are a go-to pick for eyewear in 2023!

The Dutz designers have paired this nostalgic 1970s look with sleek style metal temples and sophisticated transparent neutral acetate hues. It's a luxury staple in the Dutz collection for 2023.



TREND #1: OVERSIZED RECTANGULAR

Quirky and bold, there is always a variant of oversized eyewear for all occasions! Take model DZ2300 for instance. The combination of the elegant rectangular shape with a funky touch of vibrant colours, paired with details of tortoiseshell acetate, makes that they are the perfect pair to achieve a glamorous statement look.



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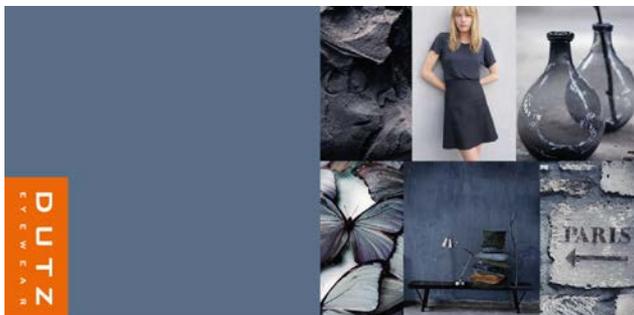
TREND #1: PETITE OVERSIZED RECTANGULAR

There's so much to love about petite faces. Dutz Eyewear therefore also has a great selection in the smaller sized frames. For those that want to go for the oversized rectangular look but do not want the frame to dominate the facial features, Dutz has introduced a sleek and elegant rectangular in a petite size. Model DZ2298-45 comes in a stunning combination of Mazzucchelli patchwork acetates, black & white graphic acetate and metal in trend colour heritage blue.



TREND #1: RETRO RECTANGULAR

From oversized square frames to tinted lenses, next year is going to be fully responsible for bringing back some of the favoured eyewear styles of the 1970s. This season, the Dutz designers have given this timeless silhouette a modern update embracing the '70s. Model DZ2299 is a retro-inspired gents frame in a contemporary style which has been given a matte finish for a velvety soft appearance.



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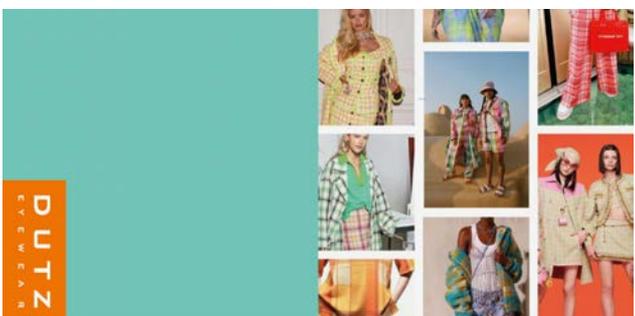
TREND #2: GEOMETRIC

In the upcoming year, we move beyond the conventional shapes, and opt for offbeat geometric frames. Asymmetrical sides with sharp angles – a combination to watch out for! Ever since their introduction into the fashion scene, geometric glasses have never failed to disappoint those who have wanted to ramp up their style! The geometric top rim of model DZ845 adds a special touch to an otherwise classic ladies frame for a more distinct look.



TREND #2: GEOMETRIC

The versatility of the geometric frame likely plays a part in its popularity as there are plenty of options to choose from when it comes to pairing eyewear with one's personal style. The intriguing interplay of lines and geometric shape of model DZ847 makes it more than just an accessory; it really makes a so Dutz statement!



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TREND #2: GEOMETRIC

Every season, a rotation of colours takes the throne of the trend. For Spring 2023, New York Fashion Week designers are infusing looks with a juicy tangerine hue, Tangelo. The new Dutz collection is brimming with this vitamin C-enriched shade of orange. We see tangerine orange being mixed into patterns: retro inspired model DZ2303 pairs formal black, brown and grey with the bright orange hue. Perfect for a So Dutz pop-of-colour!



TREND #2: GEOMETRIC - IT'S TIME TO BE DARING

This spring/summer 23 season the Dutz designers have given the geometric trend an expressive take with frames in boldly brushed paint marks and loose inky checks.

Square shaped model DZ842 is embellished with an iconic confetti inspired pattern for a bold so Dutz statement; they are the perfect pair that will show a bold fashion style!

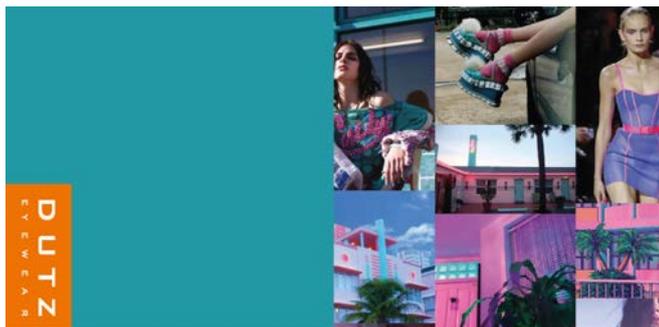


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TREND #3: ARCHITECTURAL CONSTRUCTION

Original metal cutting, that is what the Dutz designers have achieved in the 2 models in the trend section architectural construction. Model DZ845 is a cat-eye-shaped frame with thin contours and smooth clean lines in a stylish three-tone colour style. An interplay of cuts and cut-out sections as well as clean lines for a beautiful graphic effect in lively as well as subtle colour combinations.



TREND #3: ARCHITECTURAL CONSTRUCTION

Model DZ848 is a medium-size panto-style optical frame with architectural step-up detailing cut out lines in bold colours characterizing the minimalist spirit of the frame.

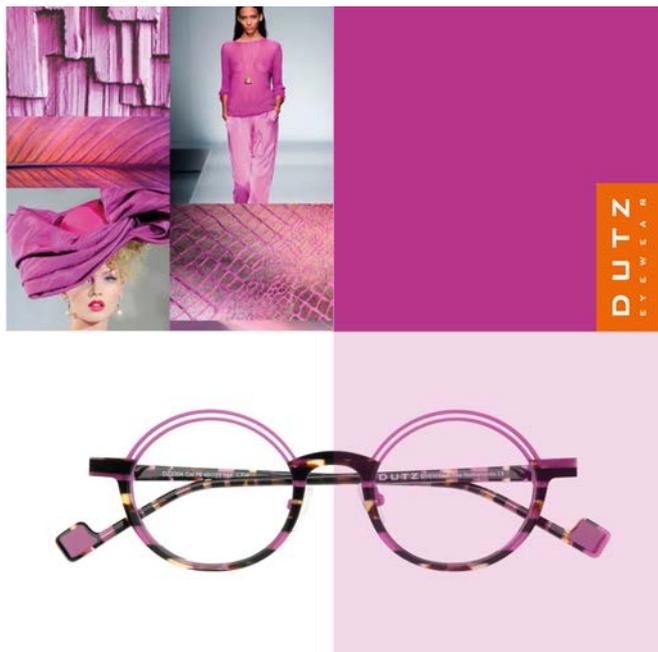


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TREND #4: TORTOISESHELL FRAMES

Though the tortoiseshell pattern has been around for some time and has never really gone away, it appears that tortoiseshell frames will be more popular than ever in 2023 with a fantastic selection of ways to highlight one's facial features with the help of this super-stylish design. The Dutz designers have celebrated this trend with a selection of bold, thick, and more subtle versions. We're starting with model DZ2304, a real classic round frame in a colourful Havana acetate combined with brightly coloured magenta metal rims.



TREND #4: TORTOISESHELL FRAMES

Perfect for men or women, tortoiseshell frames will be found across the board, so if it's the modern take on the 70s look you're after, you'll no doubt find a shape and style to suit in the Dutz collection. We're loving model DZ2301 in a combination of tortoiseshell acetate with a graphic colourful linear pattern in blue and brown.



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TREND #4: TORTOISESHELL FRAMES

Through the 20th century, tortoiseshell glasses were a staple for movie stars and style icons alike, particularly in the 1950s and 1980s. They've been a classic ever since. For a modern twist on the classics, the Dutz designers have paired the tortoiseshell pattern with vibrant metal colours in a matte finish. A so Dutz quirky geek chic 3D print colourway for model DZ841!



TREND #4: TORTOISESHELL FRAMES

For 2023, Pantone has announced 'Viva Magenta' as their 'Colour of the Year', a bright pinkish red they refer to as "an unconventional red for an unconventional time." According to Pantone, Viva Magenta "welcomes anyone and everyone with the same verve for life and rebellious spirit. It is a colour that is audacious, full of wit and inclusive of all". For a funky and unique look, the Dutz designers have paired this magenta colour with a tortoiseshell pattern and a colourful line play. This unique 3D printed pattern on metal makes this frame an unmistakable So Dutz Eyecatcher! We're loving the tort-ally awesome pink and aqua colour combo!



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DUTZ TEENZ

New in the Dutz collection, models DZ2305 & DZ2306. These mini versions of adult bestsellers are classy and urban and are available in 4 transparent soft colours for an airy look girls and classic blues, brown, grey, and black in a mat finish for boys. The frames are high-quality and functional, and they can take a beating. The frames are designed for fun, comfort, and a perfect fit. They are strong, durable, kid-tough and in sync with the latest trends in adult frames. Great colours and styling make this collection a statement for trendy kids who like to express personality in their eyewear.



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