



DUTZ

EYEWEAR

PRESS RELEASE

FW / 24-25

FW24-25 / PRESS RELEASE



Model DZ855-15

Model DZ863-48



Model DZ841-25

FW 24-25 / SO DUTZ



Embrace Autumnal Hues and Timeless Elegance with the FW24-25 Collection brought to you by Dutz Eyewear

With a total of 21 new styles across Dutz and Dutz Titanz, Dutz Eyewear is starting the fall season with a bang! Dutz is stepping into the new season with colourful and unique frames designed to capture the imagination and set independent optical shops apart from the crowd. Each collection explores metals, (tailor-made!) acetates, various shapes, and rich colour details.

Dutz is all about trends and owning 'AFrameforEveryGame.' After thorough analysis of fashion shows and eyewear and colour trends, our style and design experts have curated the trends and new additions to the Dutz collections for the upcoming fall-winter season.

Looking ahead to 2025, several key trends are set to dominate the eyewear market, including a resurgence of retro styles, minimalist designs, bold and oversized frames, geometric shapes, and vibrant colour palettes. Each trend offers a unique way for individuals to express their personal style.

The new Dutz models tick all these boxes and appeal to multiple tastes. Each Dutz frame embodies a blend of modern design with timeless appeal, accentuating individual style statements.

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Model DZ875-85



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 colours and personality combined with Dutch simplicity and elegance.

COLLECTION FW 24-25

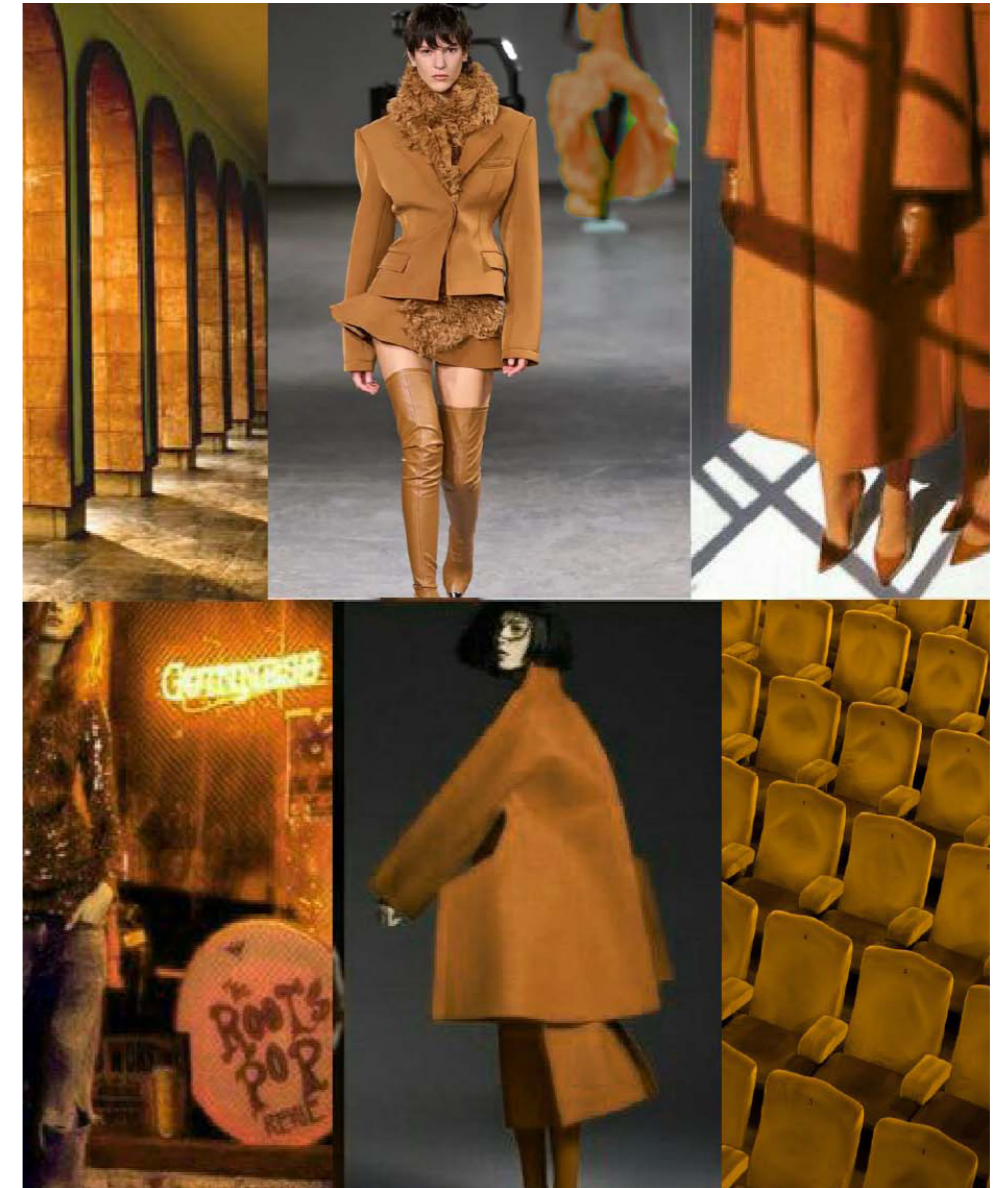
We love simple details. Pure and contemporary lines, vibrant colours; the natural beauty of the eyes are fully revealed through the clean-cut design of the frames.
A good balance between striking but commercial, matching the current fashion trend, that is what Dutz is all about again this 24-25 fall-winter season!

Model DZ2347-65





Model DZ2346-85



Model: DZ2346-85

(49-18/145)

TAILOR-MADE ACETATES

In August 2024, Dutz is introducing its first series of exclusive acetates. The vivid colour and material combinations of these tailor-made acetates have been meticulously selected by our design team, transforming creative ideas into striking eyewear.

Model DZ2346-85 features acetate in trend colours egg yellow and grey. The tin lead grey contrasts beautifully with pops of fall colours, highlighting the diversity of tones.

The honey-soaked medium yellow tone, with its polished saturation, provides much-needed seasonal warmth for cold-weather fashion!



Model: DZ875-85



Model: DZ865-46

(50-21/150)



So Dutz.



Model: DZ2343-45

(43-25/145)

TAILOR-MADE ACETATES

Dutz uses tailor-made acetates to craft their signature eyewear frames. For those who love to stand out and go bold, model DZ2343-45 is the perfect pick for a striking yet chic look.

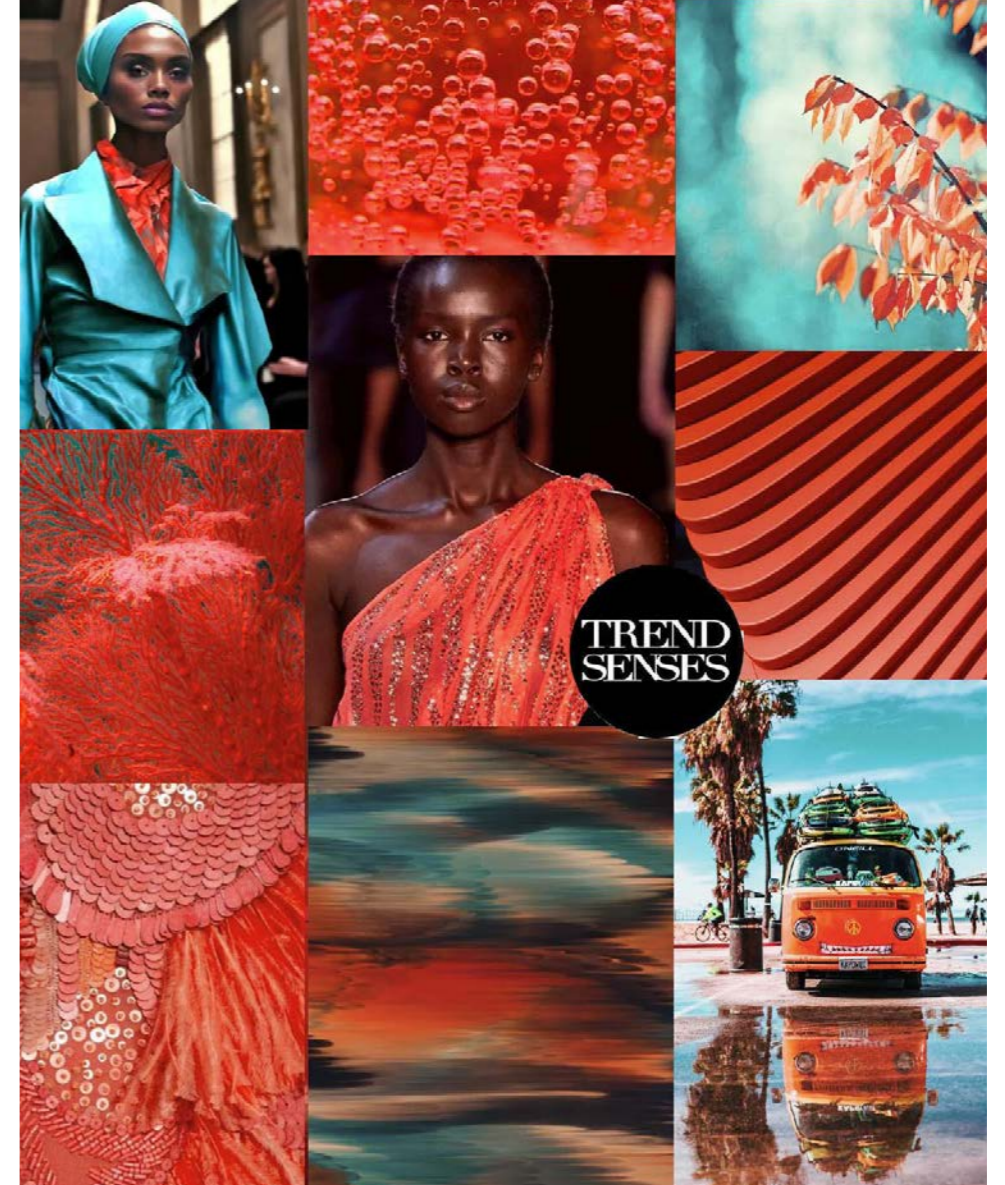
Bright indigo blue and rusty brown and orange shades have been combined in a tailor-made colourful mosaic acetate, establishing a balance between classic charm and contemporary edge.



Model: DZ2343-45



Model: DZ2346-46



**TREND
SENSES**

Model: DZ2346-46

(49-18/145)

TAILOR-MADE ACETATES

These tailormade colour ranges highlight the brand's expertise in working with bright transparencies and vivid solid acetate materials, creating unique combinations that add a touch of originality and expression to each individual's face.
The coral red solid lining of model DZ2346-46 pops against translucent aqua, burgundy, and hints of brown, expressing contrasting feelings for a striking yet elegant look.



Model: DZ2347-65

(52-18/145)

THIS YEAR'S BIG COLOUR TREND: BURGUNDY!

Burgundy, the richer and more sophisticated sister of red, is taking over the fashion scene and won't be stepping away anytime soon! As the cooler months set in, fashion's obsession with red has evolved into a darker, more elegant shade – burgundy. Model DZ2347-65 combines retro elements of oversized shapes with Mazzuchelli acetate in burgundy, ruby red, and magenta tones, creating a stunning fusion of vintage and modern aesthetics for an effortlessly chic look.



Model DZ2347-65



Model DZ2338-76



Model: DZ2336-76

(52-19/145)



So Dutz.



Model: DZ877-45

(53-18/150)

TIMELESS STONE BLUE

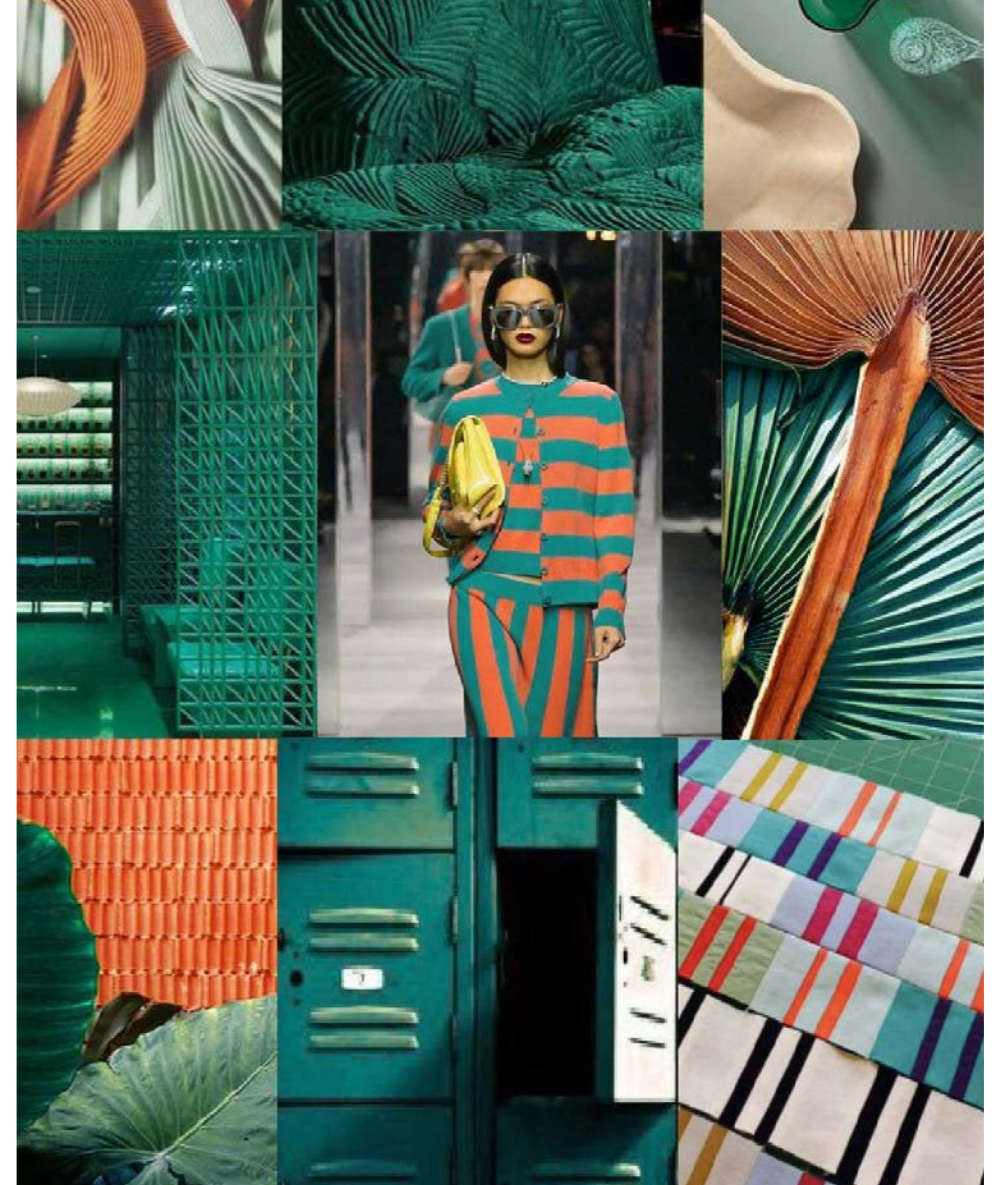
Dutz bridges the gap between standard and fashionable frames by adding distinctive, colourful details in a subtle way. Each frame has a special touch without being too obvious or directly standing out. Model DZ877-45, in new metal colour stone blue, features contrasting colour lines in black and subtle end piece details in rusty orange, adding a touch of vibrancy to cold-weather dressing.

Model DZ877-45





Model DZ873-47



Model: DZ873-47

(40-27/145)

VINTAGE STRIPES

Stripes are set to make a big splash this fall season. This season, we see a nod to vintage styles where stripes pay homage to classic patterns of the past. The Dutz designers have updated the classic stripe for fall 2024 in the preppy round model DZ873. Taking cues from vintage design, they have placed bold yet considered stripes and embraced retro colour combinations. The model features multi-colored 3D printed stripes in viridian green, orange, and tortoiseshell brown for an iconic "so Dutz" look.



Model: DZ873-65

(40-27/145)

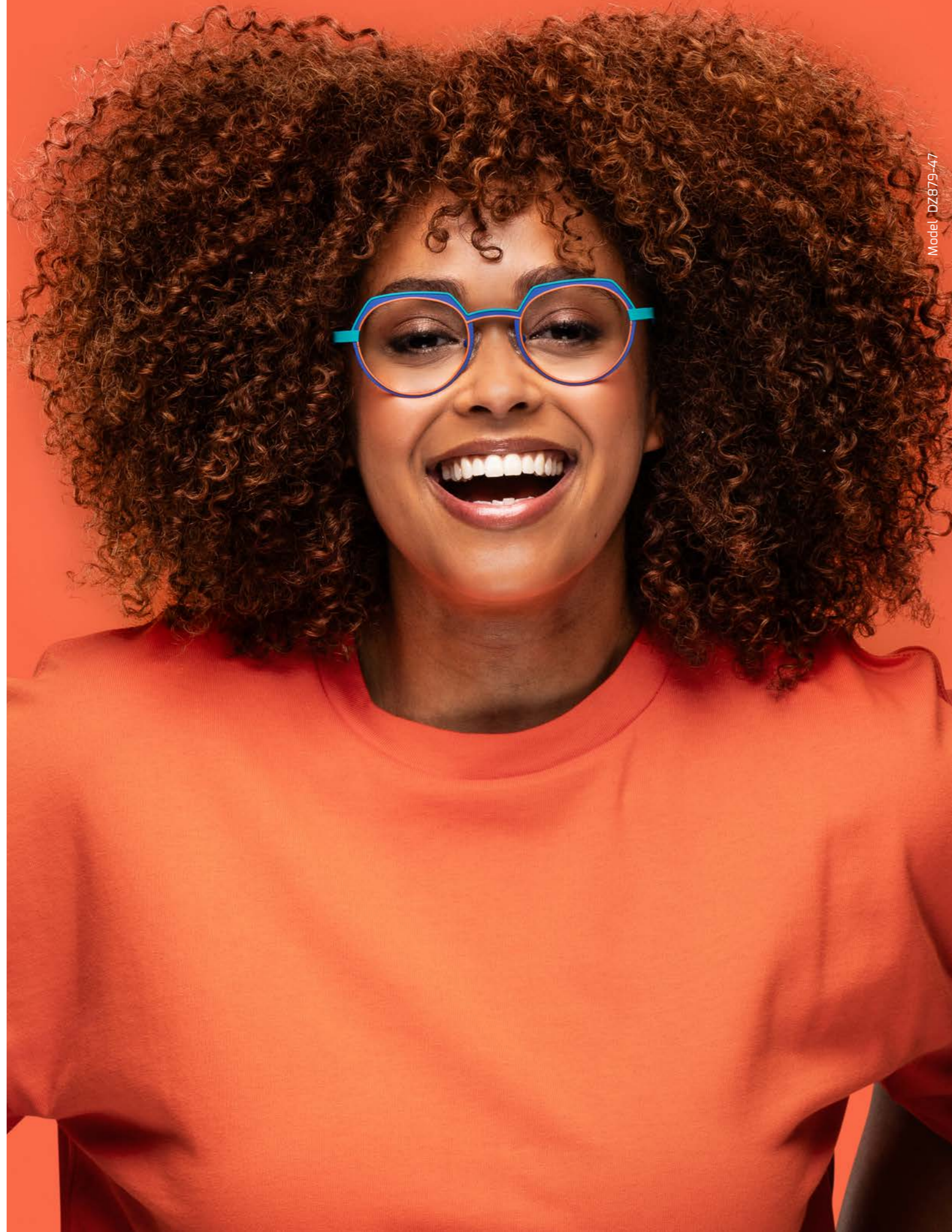
INC(RED)IBLE RED!

The Fall '24 runways have demonstrated the power of stripes. The stripe trend is all about breaking the rules and making them your own, whether through a splash of colour, a unique mix of patterns, or bold colour combinations. Model DZ873-65 features fiery red combined with a graphic black and white line pattern, serving as a canvas for self-expression and adding that extra touch of "So Dutz" character!

Model: DZ873-65



So Dutz.



Model: DZ879-47

FALL-24 TREND COLOUR APRICOT CRUSH



Model: DZ879-47

(45-22/145)



Model: DZ878-95

(47-24/150)

COLOUR BLOCKING

Introducing new Dutz model DZ878: a bold statement piece for men. This unique design features a bold shape in classic black, accentuated with fiery red colour lines and royal blue colour-blocking details. Royal blue, a standout fashion colour for 2024, symbolizes calm and stability, while the fiery red adds a touch of vibrancy. Together, these strong colours create a powerful contrast that makes model DZ878 a true statement piece.

Model: DZ888-95





Model: DZ2342-76



Model: DZ2342-76

(51-18/145)

NEUTRAL PINK

Neutral pink shades add a refreshing touch to winter fashion, channeling pure femininity and punctuated by an invasion of floral patterns and delicate hues. Model DZ2342-76 perfectly captures this trend, offering a refined yet contemporary style. This elegant design features a rosé gold base paired with a cloisonné mosaic acetate in soft pink and grey hues, creating a sophisticated, ultra-feminine look.



Model: DZ874-46

(54-18/150)

TRANSFORMATIVE TEAL

Model DZ874-46 is crafted for men who appreciate timeless style with a modern twist. The simple yet classy design ensures a refined look that stands out, making it an ideal choice for those seeking understated yet sophisticated eyewear. This teal-coloured squared lens frame features a striking combination with a top rim and tips in vibrant orange. Classic meets contemporary in perfect harmony!

Model DZ874-46

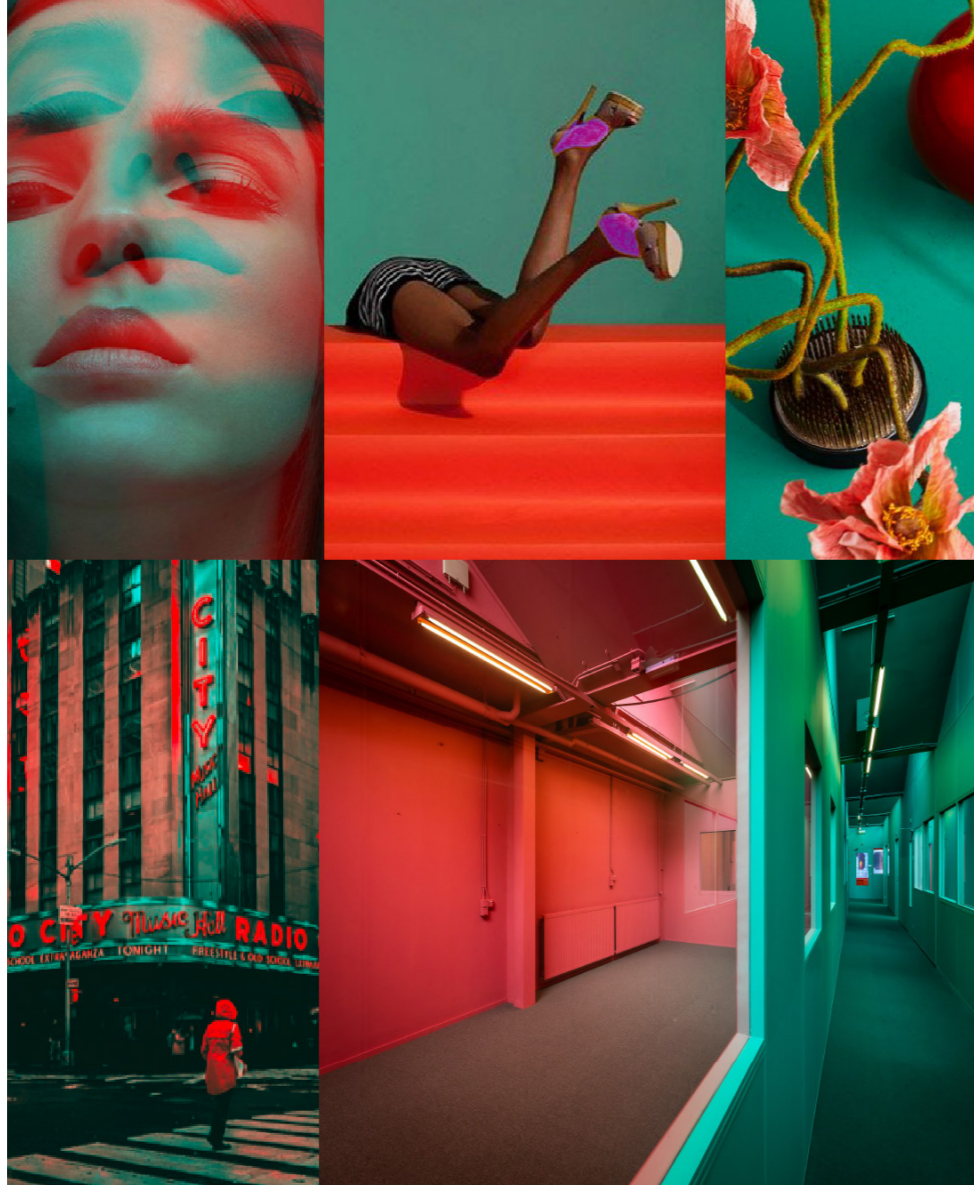


So Dutz.



Model: DZ2315-15





Model: DZ866-75

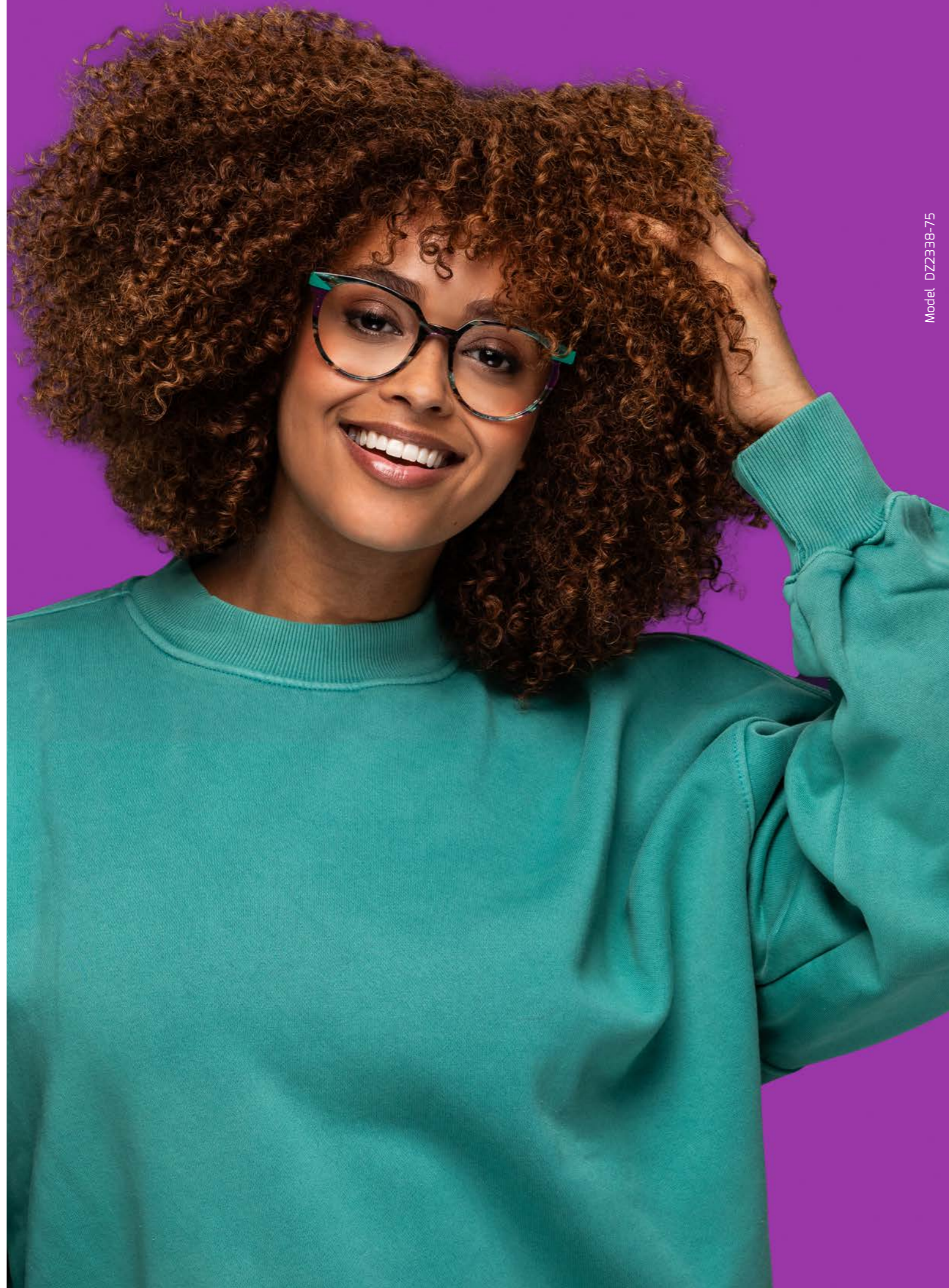
(43-26/145)

BOLD COLOUR CRUSH!

Bold and colourful eyewear continues to be a major trend this fall season. Think vibrant colours, 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! Viridian green, fiery red, and vivid magenta are adorning Dutz model DZ866-75, adding a so Dutz pop of personality.



Model: DZ866-75



Model DZ2338-75



Model: DZ2338-75

(51-18/145)

PURPLE EVOLUTION

Model DZ2338-75 features a stunning combination of Mazzuchelli patchwork acetate laminated with viridian green and purple solid and transparent acetates. This fall season, the Dutz designers have given cat-eye frames a modern update with bolder shapes and vibrant colours to elevate the classic cat-eye style. Dopamine dressing and colourful eyewear that make you feel optimistic and happy are here to stay!



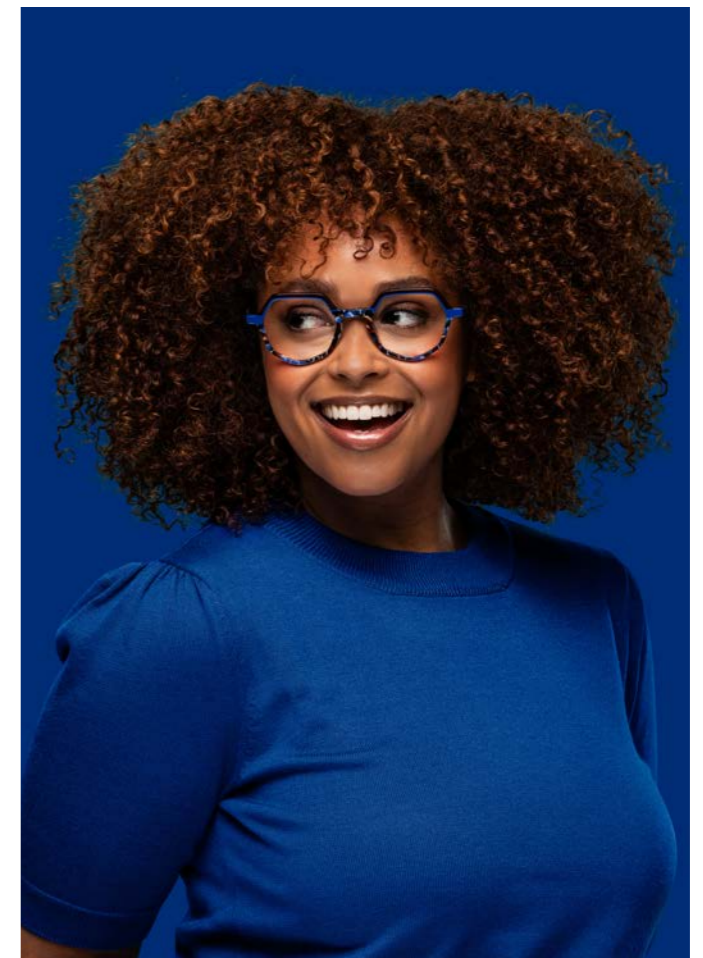
Model: DZ2334-25

(48-20/145)



Model: 2344-45

(48-21/150)



Model: DZ2348-45

(48-21/145)



Model: DZ868-46

(42-24/145)

Model DZ878-46





Model DT023-76

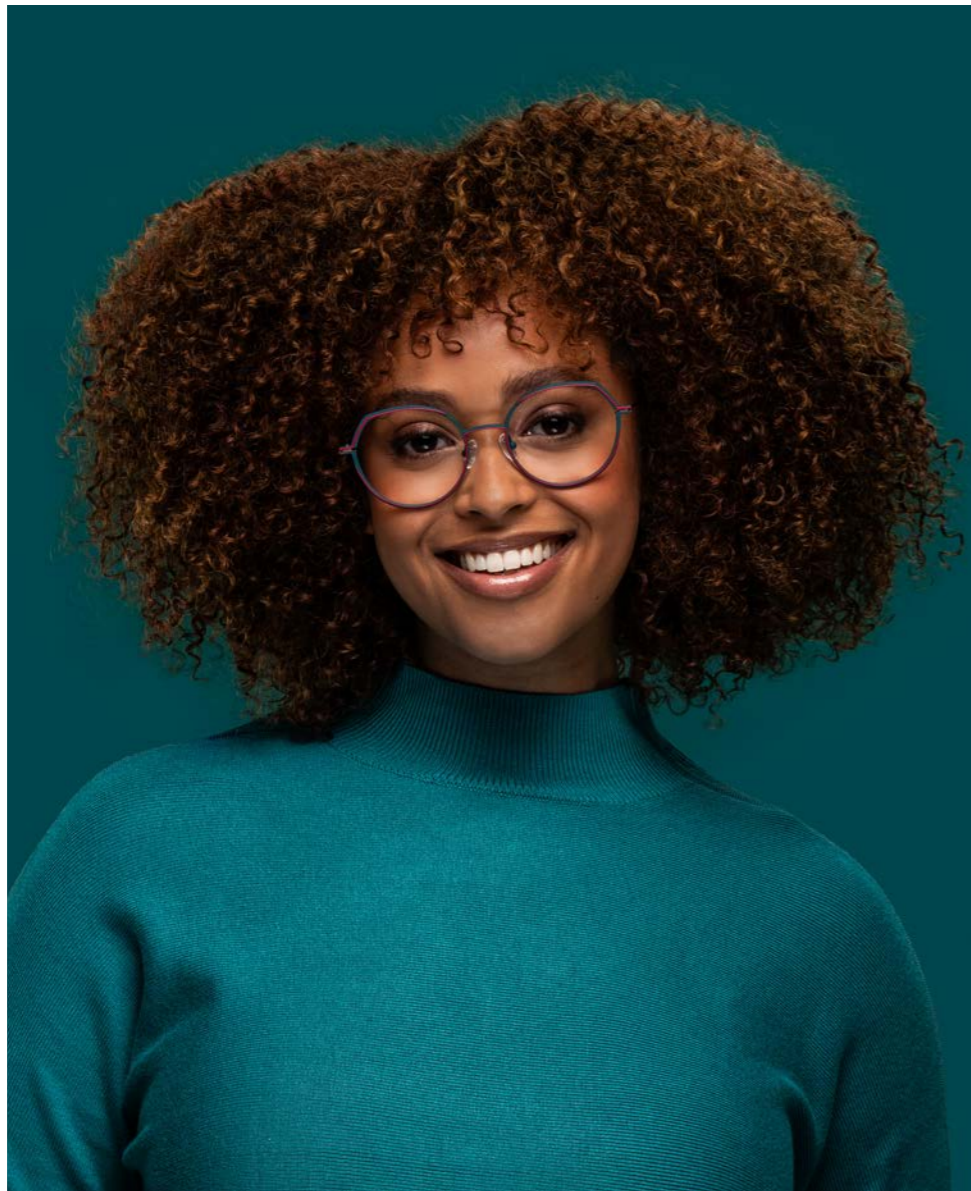


Model: DT023-76

(52-17/145)

GO GREEN

Powerful and colourful, yet elegant and subtle: that's what Dutz Titanz stands for. This collection focuses on classic, modern and timeless shapes in stylish colours. Dutz design combined with superior Japanese titanium and a unique hinge system. The result is a product that's light as a feather and has a perfect fit. Stylish model DT023-76 features a chic colour mix of aubergine and pink, enhanced with green colour line accents for a sophisticated, classy look.



Model: DT022-46

(51-19/145)

Model DT021-46



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For more information
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