



PRADA

PRODUCT ID
JULY 2016 COLLECTION



PR 09TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- Inspired by accessories in this season's catwalk collection, this FW16 catwalk story presents an evocative image embellished with high profile metal details and a symbolic play on polished finishes and rich tonal contrasts
- The frame's complex construction features an oversize butterfly frontal with imposing, undulated temples in contrasting tones of premium acetate and distinctive metal detailing, including a high profile, shaped double bridge and front-end pieces with incorporated cylindrical hinges, which are riveted to the frame

FEATURES

Gender	Woman
Front Material	Acetate/ Metal Bridge
Temple Material	Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	54/23/50.7/58.7/135

Colours	Front	Double Bridge	Front end Piece	Temples	Lenses
1AB3D0	Black	Gunmetal	Pale Gold	Medium Havana	Brown Gradient Grey
2AU6S1	Havana	Pale Gold	Pale Gold	Havana	Brown Gradient
TFM5J2	Blue	Gunmetal	Pale Gold	Spotted Havana	Brown
VAM4J1	Dark Orange	Gunmetal	Pale Gold	Spotted Havana	Green

KEY SELLING POINTS

- As a showcase style on the FW16 catwalk, this special project frame is also a talking piece of the ADV campaign, with dedicated media investment, PR focus and VM tools that will ensure high profile visibility and exclusive appeal
- The dense contrasts of the deep colour palette offer a unique look of radical beauty that is easily combined with the mood of this season's ready to wear collection
- Quality sun lenses offer 100% protection from harmful UV rays and enhanced vision comfort, adding a classic touch to this absolute look
- Adjustable hypoallergenic nose pads and soft to the touch acetate temples guarantee personalised comfort and a durable, quality finish
- The fine metal detailing also features structural elements to reveal the functional perfection of true luxury
- The Prada lettering logo is set under varnish on both acetate temples



PR 55TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- Inspired by accessories in this season's catwalk collection, this FW16 catwalk story presents an evocative image embellished with high profile metal details and a symbolic play on polished finishes and rich tonal contrasts
- The frame's complex construction features an on-trend round metal frontal with imposing, undulated temples premium acetate and distinctive metal detailing, including a high profile, shaped double bridge and front-end pieces with incorporated cylindrical hinges, which are riveted to the frame

FEATURES

Gender	Woman
Front Material	Acetate/ Metal Bridge
Temple Material	Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	57/21/54.8/58.8/135

Colours	Frame	Double Bridge	Front/ Piece	Temples	Lenses
7OE0A7	Antique Gold	Antique Gold	Antique Gold	Black	Grey Gradient
7OE9K1	Antique Gold	Antique Gold	Antique Gold	Medium Havana	Grey
ZVN4J1	Pale Gold	Gunmetal	Gunmetal	Spotted Havana	Green
ZVN5J2	Pale Gold	Gunmetal	Gunmetal	Medium Havana	Brown
ZVN6N0	Pale Gold	Gunmetal	Gunmetal	Spotted Havana	Violet

KEY SELLING POINTS

- Inspired by the design of showcase eyewear styles from the FW16 catwalk and intricate details from other fashion show accessories, this special project frame is also a protagonist of the ADV campaign, ensuring high profile visibility and exclusive appeal
- The complementary combinations of on-trend metal, a distinctive round shape and double bridge, paired with a rich, classic colour palette offer an up to date, look of unorthodox beauty that enhances this season's ready to wear collection
- Quality sun lenses in both refined, classic shades and more modern colours offer 100% protection from harmful UV rays and enhanced vision comfort
- Adjustable hypoallergenic nose pads and soft to the touch acetate temples guarantee personalised comfort and a durable, quality finish
- The PRADA lettering logo is set under varnish on both acetate temples



PR 01TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- Inspired by accessories in this season's catwalk collection, this FW16 catwalk story presents an evocative image embellished with high profile metal details and a symbolic play on polished finishes and rich tonal contrasts
- The complex frame construction features a unique interpretation of the pilot shape with slender, linear temples and distinctive structural metal detailing, including a unique double bridge and front-end pieces with incorporated cylindrical hinges, which are riveted to the frame

FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	56/18/48.3/63.5/145

Colours	Frame	Double Bridge	Front End Piece/Plaque	Temples	Lenses
1AB0A7	Black	Matte Gunmetal	Matte Gunmetal	Black	Grey Gradient
2AU1X1	Havana	Matte Gunmetal	Matte Gunmetal	Havana	Brown Gradient
7S04K2	Medium Havana	Silver	Pale Gold	Medium Havana	Green
U642Z1	Red Havana	Pale Gold	Silver	Red Havana	Brown

KEY SELLING POINTS

- As a showcase style on the FW16 catwalk, this special project frame is also a talking piece of the ADV campaign, with dedicated media investment, PR focus and VM tools that will ensure high profile visibility and exclusive appeal
- The deep, versatile colour palette and rich metal detailing offer a unique look of refined contemporary luxury that is easily matched with the mood of this season's ready to wear collection
- Quality sun lenses offer 100% protection from harmful UV rays and enhanced vision comfort, adding a classic touch to this distinctive look
- Adjustable, hypoallergenic silicone nose pads and acetate temples guarantee personalised comfort and a durable, quality finish
- Fine metal detailing and a laser engraved PRADA logo on the end pieces of each temple

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 02TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- Inspired by accessories in this season's catwalk collection, this FW16 catwalk-inspired style presents a bold, modern image embellished with refined metal details, polished finishes and rich tonal contrasts
- The luxury frame construction features a best-seller square shape with slender, linear temples in premium acetate and distinctive structural metal detailing in both matching and different tones, including a unique concealed double bridge in metal and front-end pieces with incorporated cylindrical hinges, which are riveted to the frame
- The PRADA lettering logo is laser engraved into the metal temple end-piece

FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	50/19/43.4/59.1/145

Colours	Frame	Bridge	Plaque	Temples	Lenses
1AB0A7	Black	Matte Gunmetal	Matte Gunmetal	Black	Grey Gradient
2AU1X1	Havana	Matte Gunmetal	Matte Gunmetal	Havana	Brown Gradient
7S04K2	Medium Havana	Silver	Pale Gold	Medium Havana	Green
U642Z1	Red Havana	Pale Gold	Silver	Red Havana	Brown

KEY SELLING POINTS

- Inspired by details that featured on showcase styles and accessories from the FW16 catwalk, this special project frame is featured in the ADV campaign for high profile visibility and exclusive appeal
- The deep, versatile colour palette and rich metal detailing offer a unique look of refined contemporary luxury that is easily matched with the mood of this season's ready to wear collection
- Quality sun lenses in classic tones offer 100% protection from harmful UV rays and enhanced vision comfort, as well as giving a sophisticated touch to this high impact, absolute style
- The fine metal detailing (in contrasting metal tones) also features structural elements to reveal the functional perfection of true luxury
- Adjustable, hypoallergenic silicone nose pads and acetate temples guarantee personalised comfort and a durable, quality finish

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 07TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME MINIMAL BAROQUE

INSPIRATION AND DESCRIPTION

- Featuring as a protagonist of the FW16 catwalk, this unique evolution of the unmistakable Minimal Baroque project features an oversize irregular frontal shape and unmistakable rococo temples enriched with polished metal finishes and rich tonal contrasts
- The frame's unmistakable form features contrasting colour combinations in premium acetate and distinctive metal detailing inspired by catwalk and RTW accessories, including a high profile metal double bridge and front-end pieces with incorporated cylindrical hinges

FEATURES

Gender	Woman
Front Material	Acetate/ Metal Bridge
Temple Material	Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	54/22/51.43/56.6/140

Colours	Front	Double Bridge/ Details	Temples	Lenses
1AB1A1	Black	Pale Gold	Black	Grey
2AU0A7	Havana	Pale Gold	Black	Grey Gradient
VAG0A7	Ivory	Pale Gold	Spotted Havana	Grey Gradient
VAH4K0	Spotted Havana	Pale Gold	Red	Pink Gradient Grey
VAI1Z1	Red	Pale Gold	Spotted Havana	Brown Gradient

KEY SELLING POINTS

- In celebration of this year's layered catwalk theme, this revival of the unmistakable Minimal Baroque featured on the FW16 catwalk, and is also a talking piece of the PR campaign, with dedicated media investment and VM tools for exclusive coverage
- The bold contrasts of the deep colour palette offer a distinctive look of evocative, iconic style that enriches the mood of this season's ready to wear collection
- Pale golden metal elements are hand applied on the frame front and on the temples following the sinuous movement of the frame for a rich, luxury finish
- Quality sun lenses in alluring gradient shades or classic grey offer 100% protection from harmful UV rays and enhanced vision comfort
- Adjustable hypoallergenic nose pads and soft to the touch acetate temples guarantee personalised comfort and a durable, quality finish
- The hot printed "Minimal Baroque" logo inside the temples and fine PRADA logo set under varnish on the temples for luxury branding



PR 08TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME MINIMAL BAROQUE

INSPIRATION AND DESCRIPTION

- This new evolution of the celebrated Minimal Baroque project features an oversize round frontal shape and unmistakable rococo temples enriched with polished multi-layer finishes created by rich tonal contrasts in the cut-out bi-layer acetate
- The iconic Minimal Baroque construction features contrasting colour combinations inspired by the layered looks of the catwalk and RTW accessories, with rich colours in contrasting combinations on frontals and unmistakable temple with polished multi-layer cut-out bas relief motifs

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	55/22/52.3/56.1/135

Colours	Front	2 Tones Temples	Lenses
1AB1A1	Black	Ivory/Spotted Havana	Grey
2AU0A7	Havana	Ivory/Black	Grey Gradient
VAG0A7	Ivory	Black/Spotted Havana	Grey Gradient
VAH4K0	Spotted Havana	Red/Black	Pink Gradient Grey

KEY SELLING POINTS

- This highly distinctive frame blends elements of iconic design and on-trend style with bold colour contrasts for contemporary glamour and unmistakable, luxury PRADA style
- Dedicated media investments, PR focus and VM tools will ensure high profile coverage and add to the exclusive appeal of this unique style
- The bold contrasts and layered design of the colour palette complements the mood of this season's ready to wear collection and exalts the distinctive curled temples of the Minimal Baroque design through the unique cut-out layers of the bi-layer acetates
- Quality sun lenses in soft gradient shades offer 100% protection from UV rays and enhanced vision comfort, adding an alluring, feminine touch to this high impact look
- The perfectly balanced, premium acetate frame guarantees a soft to the touch feel and durable, quality finish
- The hot printed "Minimal Baroque" logo inside the temples and fine PRADA logo set under varnish on the temples for luxury branding

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 23NS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME MINIMAL BAROQUE

INSPIRATION AND DESCRIPTION

- Eye-catching styles from the original edition of MINIMAL BAROQUE blend sensual elements of iconic design and bold colour contrasts for the ultimate in exclusive glamour and unmistakable, luxury PRADA style
- This celebrated Minimal Baroque style (PR 23NS - launched 2011) features an oversize irregular frontal shape and unmistakable rococo temples enriched with polished multi-layer cut-out bas relief motifs created by rich tonal contrasts in the cut-out tri-layer acetate frontals and bi-layer acetate temples

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	52/21/50/53.3/135

Colours	3 Tones Front	2 Tones Temples	Lenses
VAJ0A7	Spotted Havana/Black/Ivory	Black/Spotted Havana	Grey Gradient
VAK4K0	Red/Black/Spotted Havana	Black/Spotted Havana	Pink Gradient Grey
VAL1A1	Black/Ivory/Havana	Ivory/Black	Grey

KEY SELLING POINTS

- Enriching an icon of the Minimal Baroque family, 3 new colour combinations present bold contrasts in deep colours for a rich, evocative style that complements the mood of this season's layered ready to wear collection
- Quality sun lenses offer 100% protection from harmful UV rays and enhanced vision comfort, adding an alluring, feminine touch to this high impact look
- The perfectly balanced, premium acetate frame guarantees a soft to the touch feel and durable, quality finish
- The hot printed "Minimal Baroque" logo inside the temples and fine PRADA logo set under varnish on the temples for luxury branding



PR 10TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT ABSOLUTE
- THEME NAME ORNATE

INSPIRATION AND DESCRIPTION

- The up to date construction of this glamorous squared sun shape features a structural metal double bridge that supports metal nose pad arms and is inset into the bevelled, angular acetate frontal, as well as imposing super wide temples to reveal a new chapter in the luxuriant story of the ORNATE collection
- Inspired by the richly adorned accessories of this year's catwalk collection, the rich temple décor is a superlative example of absolute high-end luxury, featuring meticulously hand embroidered flowers and precious crystals for a shimmering, tone-on-tone effect

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	52/22/45.2/57.3/140

Colours	Frame	Temples	Detail	Crystals	Lenses
1AB5S0	Black	Black	Pale Gold	Black Crystals	Grey Gradient
2AU3D0	Havana	Havana	Pale Gold	Black Crystals	Brown Gradient
7S00A7	Medium Havana	Medium Havana	Pale Gold	Black Crystals	Grey Gradient

KEY SELLING POINTS

- The exclusive appeal of high-end catwalk-inspired accessories make this bold shape an iconic symbol of the feminine, yet powerful beauty of true PRADA luxury
- The rich temple décor is a superlative example of absolute high-end luxury: the meticulously hand embroidered under-weave featuring 3 small flowers is applied to a special cut-out on the temples and incorporates precious crystals for a shimmering, tone-on-tone effect
- Adjustable temple tips and hypoallergenic nose pads ensure the frame can be perfectly fitted for optimal personalised comfort, while premium quality acetate guarantees a durable, high quality finish that will last
- The classic colour palette ensures this bold frame is easy to match and always looks sophisticated, while the sleek, polished tone of the metal bridge gives the frame an eye catching modern edge and emphasizes the rich taste of Prada women
- Quality sun lenses guarantee 100% protection from harmful UV rays for essential vision comfort and emphasise the feminine allure of the style

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 53TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME MOD EVOLUTION

INSPIRATION AND DESCRIPTION

- Evolving SS16 catwalk styles, the new Mod Story presents an irreverent subversion of retro-inspired geometric shapes, with a futuristic play on fine finishes and rich tonal contrasts
- This oversize geometrical metal sun shape features acetate rim covers and slender tapered acetate temples, with a nylon wire lens mounting system that allows for a distinctive “rimless” void on the metal bridge and functional hinge rivets that penetrate the lenses, which come in both monotint and gradient shades that echo the mood of the SS16 catwalk

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Acetate
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	62/18/56.5/65.5/135

Colours	Rims	Details	Temples	Lenses
1AB0A7	Black	Pale Gold	Black	Grey Gradient
2AU3D0	Pale Gold/Havana	Pale Gold	Havana	Brown Gradient
7S04J1	Medium Havana	Pale Gold	Brown	Green
UAO6N0	White Havana	Silver	White Havana	Brown/Orange
UE02K1	Pink Havana	Silver	Bordeaux	Grey

KEY SELLING POINTS

- Inspired by showcase styles from the SS16 catwalk, these Mod story frames benefit from the considerable dedicated media investment, PR focus and VM tools of the March 2016 launch, offering recognizable, exclusive appeal
- The distinctive colour palette offers sophisticated tonal contrasts in rich colours that reflect both the mood of the SS16 catwalk and the iconic colours palette of the Prada FW16 catwalk
- Quality sun lenses offer 100% from harmful UV rays and enhanced vision comfort, completing the sophisticated aesthetic for an absolute look
- Lightweight frames, adjustable hypoallergenic nose pads and soft to the touch acetate temples guarantee personalised comfort



PR 54TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- Evolving the unmistakable aesthetic of the best seller Cinéma Story (launched 2013), this up-to-date square sun style features an on-trend light metal construction with an innovative nylon wire lens mount system that creates distinctive “rimless” voids at intervals along the lens and an unusual hollow profile bridge shape
- Distinctive Cinéma flat metal temples feature acetate temple tips in rich colours, including 2 exclusive hibiscus print variants that recall the Prada FW16 floral prints

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	55/18/47.5/61.8/135

KEY SELLING POINTS

- These ultra-fine metal shapes present a shape variation on the all new take of the iconic Cinéma theme launched in March this year, offering a lighter, more clean-cut interpretation of contemporary glamour with cutting-edge inspired style
- The rich metal & acetate colour palette offers a varied tonal range for women who love to act their part in the world of modern luxury without sacrificing refined easy-to-match style that literally goes from “Morning to night”
- Quality sun lenses offer 100% from harmful UV rays, while mirror lenses offer enhanced vision comfort in extremely bright light and an intriguing new contemporary take on luxury style
- The light frame volumes, adjustable hypoallergenic nose pads and soft to the touch acetate temple tips guarantee personalised comfort
- PRADA logo engraved on temples for understated, exclusive luxury branding

Colours	Rims	Temples	Tips	Lenses
1AB5S0	Black	Pale Gold	Medium Havana	Grey Gradient
1BC2B0	Silver	Silver	Top Dark Green/Ibiscus Serigraphy on the Inside	Light Grey Mirror Silver
1BC6N0	Silver	Silver	White Havana	Brown/Orange
7OE6O2	Antique Gold	Antique Gold	Pink Havana	Violet
ZVN1C0	Pale Gold	Pale Gold	Top Brown/Ibiscus Serigraphy on the Inside	Light Brown Mirror Gold

PRESCRIPTION

- Rx-Able: Not Recommended



PR 50TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- Prada presents a formal evolution of the successful Cinéma story launched in July 2013 for a truly expressive vision of contemporary luxury and high-end catwalk-inspired style
- This high volume round acetate&metal sun style features premium acetate rims in exclusive Prada havanas paired with pale gold, silver or antique gold metal bridges and temples and new gold and silver gradient mirror lenses, as well as coloured gradient options

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	54/22/51.6/55.7/140

Colours	Frame	Temples	Tips	Lenses
1AB0A7	Black	Pale Gold	Black	Grey Gradient
1AB6N2	Black	Silver	Black	Light Grey Mirror Silver Gradient
2AU3D0	Havana	Pale Gold	Havana	Brown Gradient
2AU6O0	Havana	Pale Gold	Havana	Light Brown Mirror Gold Gradient
7S06N0	Medium Havana	Antique Gold	Medium Havana	Brown/Orange
UAO6O2	White Havana	Antique Gold	White Havana	Violet
UE02K1	Pink Havana	Antique Gold	Pink Havana	Dark Grey

KEY SELLING POINTS

- Thanks to a play on sophisticated optical textures, fine metallic tones and the impeccable design of the unique frame structures, this sleek styles offers varied appeal – providing both striking on-trend glamour and a softer, more classic, retro look for different contemporary women
- The sophisticated colour palette offers versatile classics and luminous optical textures for a refined, fashion inspired style designed to suit all occasions and any complexion
- Quality sun lenses offer 100% protection from harmful UV rays, while mirror variants also offer enhanced, reduced glare vision comfort in extremely bright light and an intriguing new contemporary take on luxury style
- Polished premium acetate rims are soft to the touch while light, strong metal bridges and temples with adjustable nose pads and acetate temple tips guarantee personalised comfort and a strong, resilient frame for lasting style
- PRADA Logo laser engraved into both temples for subtle, luxury branding



PR 51TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- Prada presents a formal evolution of the successful Cinéma story launched in July 2013 for a truly expressive vision of contemporary luxury and high-end catwalk-inspired style
- This high volume squared sun style features a flat, hand lacquered frontal in either black or metalized pale gold or silver paired with classic antique gold, silver or pale gold rims and characteristic Cinéma temples, as well as coloured gradient and polar lenses

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	56/17/48.7/62.1/140

Colours	Brow Bar	Rims	Temples	Tips	Lenses
LAX5X1	Black	Antique Gold	Antique Gold	Medium Havana	Polar Green
LAX6N0	Black	Antique Gold	Antique Gold	White Havana	Brown/Orange
LAX6O2	Black	Antique Gold	Antique Gold	Pink Havana	Violet
VAQ1C0	Metallized Pale Gold	Pale Gold	Pale Gold	Black	Light Brown Mirror Gold
VAR2B0	Metallized Silver	Silver	Silver	Black	Light Grey Mirror Silver

KEY SELLING POINTS

- Thanks to a play on sophisticated optical textures, fine metallic tones and the impeccable design of this sleek metal frame offers both striking on-trend glamour and a softer, more classic, retro look for different women
- The sophisticated palette offers versatile black and luminous metalized textures paired with contrasting acetates in subtle tones for refined colour accents and easy to match, fashion inspired style designed to suit all occasions and any complexion
- Quality sun lenses offer 100% protection from harmful UV rays, while mirror and polar variants also offer enhanced, glare-free vision comfort in extremely bright light and an intriguing new contemporary take on luxury style
- The thin metal rims and distinctive metal temples are light and resilient, while adjustable acetate temple tips guarantee personalised comfort
- PRADA Logo laser engraved into both temples for subtle luxury branding



PR 04TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT HERITAGE
- THEME NAME HANDBAG LOGO

INSPIRATION AND DESCRIPTION

- Inspired by the PRADA Heritage of exquisite craftsmanship and unorthodox combinations, this glamorous geometric sun shape features a sophisticated play on high volume volumes, exclusive Prada “twill-inspired” FW16 colours and iconic details on contemporary bi-layer temples
- The edges of this bold irregular sun shape are polished down for a softer visual effect and further lightened by exclusive zig-zagged acetate tones and a fine metal bridge, while the medium-wide temples feature the unmistakable Prada Handbag logo set under varnish for luxury appeal

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	55/23/--/140

Colours	Frame	Temples	Bridge	Lenses
1AB1A1	Black	Black	Pale Gold	Grey
2AU3D0	Havana	Havana	Pale Gold	Brown Gradient
VAN9K1	Zig-zagged Grey and Orange	Top Orange on Grey Base	Pale Gold	Dark Grey
VAO4J1	Zig-zagged Grey and Brown	Top Grey on Green Base	Pale Gold	Dark Green
VAP0A7	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base	Pale Gold	Grey Gradient

KEY SELLING POINTS

- A classic interpretation of a signature symbol make these frames icons of high impact glamour with a unique approach to luxury branding
- The contrasting tones of the frontal/temple structure give the frame an eye catching modern look and emphasise the bold feminine spirit of smart Prada women
- The varied palette features exclusive Prada “zig-zagged” tones in rich catwalk inspired colours suited to a range of tastes and ages for a sophisticated contemporary take on iconic colour, as well as super versatile black and classic havana for passepartout style
- The flawlessly polished finish of these carefully balanced, premium acetate frames offers a luxury look & feel and long-lasting quality style
- Quality sun lenses in matching shades offer 100% protection from harmful UV rays and an intriguing feminine aesthetic

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 05TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT HERITAGE
- THEME NAME HANDBAG LOGO

INSPIRATION AND DESCRIPTION

- Inspired by the PRADA Heritage of exquisite craftsmanship and unorthodox combinations, this glamorous sun shape features a sophisticated play on high volume shapes, exclusive Prada “twill-inspired” FW16 colours and iconic details on contemporary bi-layer temples
- The edges of this glamorous rounded cat-eye sun shape are polished down for a softer visual effect and further lightened by exclusive zig-zagged acetate tones and a fine metal bridge, while the medium-wide temples feature the unmistakable Prada Handbag logo set under varnish for luxury appeal

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	53/24/49.4/53.5/140

Colours	Frame	Temples	Bridge	Lenses
1AB1A1	Black	Black	Pale Gold	Grey
2AU3D0	Havana	Havana	Pale Gold	Brown Gradient
VAN9K1	Zig-zagged Grey and Orange	Top Orange on Grey Base	Pale Gold	Dark Grey
VAO4J1	Zig-zagged Grey and Brown	Top Grey on Green Base	Pale Gold	Dark Green
VAP0A7	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base	Pale Gold	Grey Gradient

KEY SELLING POINTS

- A modern interpretation of a signature symbol make these frames icons of high impact glamour with a unique approach to luxury branding
- The contrasting tones of the frontal/temple structure give the frame an eye catching modern look and emphasise the bold feminine spirit of smart Prada women
- The varied palette features exclusive Prada “zig-zagged” tones in rich catwalk inspired colours suited to a range of tastes and ages for a sophisticated contemporary take on iconic colour, as well as super versatile black and classic havana for passepartout style
- The flawlessly polished finish of these carefully balanced, premium acetate frames offers a luxury look & feel and long-lasting quality style
- Quality sun lenses in matching shades offer 100% protection from harmful UV rays and an intriguing feminine aesthetic

PRESCRIPTION

- Rx-Able: Yes, Standard



PR 52TS

**image not final yet*

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME SS16 MAN SPECIAL PROJECT EVOLUTION

INSPIRATION AND DESCRIPTION

- Inspired by SS16 catwalk Special Project styles, this variation on the theme presents a rectangular, design-oriented contemporary reconstruction of a classic double bridge shape with fine temples
- Featuring fine metal profiles with rich acetate temple tips in exclusive colours this frame plays with masculine metal tones (black, gold and gunmetal) for essential, easy to match style, while up to date dark blue mirror blue, dark grey mirror gold and grey mirror silver lenses, as well as an advanced polar green variant complete the look

FEATURES

Gender	Man
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	60/18/50.9/67.9/140
	57/18/48.4/64.5/140

KEY SELLING POINTS

- In line with the metal trend, this sleek frame offers a fine aesthetic with exclusive designer appeal, as well as a sporting take on modern luxury that is easily combined with this season's fashions
- The refined metallic colour palette offers a versatile, yet distinctive look for understated contemporary men who love the simplicity of pure design
- Quality sun lenses, including advanced mirror and polar variants offer 100% from harmful UV rays and enhanced, glare-free vision comfort, as well as a unique approach to colour and catwalk-inspired shades
- Available in 2 sizes (57 & 60), the lightweight frame features adjustable hypoallergenic nose pads and soft to the touch acetate temple tips guarantee personalised comfort

Colours	Frame	Temples	Tips	Lenses
5AK4L0	Gold	Gold	Havana	Dark Grey Mirror Gold
5AV6P0	Gunmetal	Gunmetal	Red Havana	Polar Green
5AV7W1	Gunmetal	Gunmetal	Medium Havana	Grey Mirror Silver
7AX9P1	Black	Black	Black	Dark Blue Mirror Blue

PRESCRIPTION

- Rx-Able: Not Recommended



PR 06TS

image not final yet

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CONCEPTUAL
- THEME NAME LETTERING LOGO

INSPIRATION AND DESCRIPTION

- The elegant proportions of this light, fashionable phantos sun shape feature a new interpretation of distinctively shaped PRADA temples and a brand new inset metal hinge construction that appears on the frontal as a perfectly flat, signature triangular rivet
- The varied colour palette features versatile monotone SKUs in classic black or havana as well as frontals and temples in green or grey acetate or exclusive Hibiscus prints, while quality sun lenses in coordinated monotint and mirror shades complete the understated look

FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	53/19/45.8/55.8/145

Colours	Frame	Temples	Detail	Lenses
1AB5S0	Black	Black	Silver	Dark Grey
2AU8C1	Havana	Havana	Silver	Dark Brown
VAS2B0	Green	Top Dark Green/Hibiscus Serigraphy on the Inside	Silver	Light Grey Mirror Silver
VAT4L0	Grey	Top Brown/Hibiscus Serigraphy on the Inside	Silver	Dark Grey Mirror Gold
VAU1I0	Havana	Havana	Silver	Green

KEY SELLING POINTS

- This frame offers a structural expression of aesthetic refinement that relies on sophisticated conceptual references in the form of fine metal elements, rich tones and allegoric shapes: the brand new inset metal hinge construction that appears on the frontal as a perfectly flat, signature triangular rivet
- The fine, polished profiles of this premium acetate frame offers a perfectly smooth, soft to the touch feel and lasting luxury finish, while fully adjustable, light acetate temples guarantee personalised all day comfort
- The refined palette features rich Prada havana and modern black, as well as exclusive tones and fresh prints to offer both iconic looks for passepartout versatility and a fresh, more contemporary look
- Quality sun lenses, including fashionable mirror variants, guarantee 100% protection from UV rays for essential vision comfort and up to date style
- PRADA logo set under varnish on the raised section of the temples for high profile branding

PRESCRIPTION

- Rx-Able: Yes, Standard

PRADA

PRODUCT ID
JULY 2016 OPTICAL COLLECTION



PR 61TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CATWALK
- THEME NAME MOD EVOLUTION

INSPIRATION AND DESCRIPTION

- Evolving SS16 catwalk styles, the new Mod Story presents an irreverent subversion of retro-inspired geometric shapes, with a futuristic play on fine finishes and rich tonal contrasts
- This alluring cat-eye optical shape with slender tapered acetate temples features fine metal rims and acetate frontal inserts with an innovative inverted bridge structure and functional hinge rivets that come through onto the acetate part of the frontals as a modern aesthetic detail

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	52/17/45.3/55.9/135

KEY SELLING POINTS

- Inspired by showcase styles from the SS16 catwalk, these Mod story frames benefit from the considerable dedicated media investment, PR focus and VM tools of the March 2016 launch, offering recognizable, exclusive appeal
- The distinctive colour palette offers sophisticated tonal contrasts in rich colours that reflect both the iconic colours palette of Prada creations
- Quality sun lenses offer 100% from harmful UV rays and enhanced vision comfort, completing the sophisticated aesthetic for an absolute look
- Lightweight frames, adjustable hypoallergenic nose pads and soft to the touch acetate temples guarantee personalised comfort
- PRADA logo is set under varnish on both temples for exclusive recognition

Colours	Frame	Details	Temples
1AB1O1	Black	Pale Gold	Black
DHO1O1	Brown	Pale Gold	Pink Havana
VAX1O1	Amaranth	Pale Gold	White Havana
VAY1O1	Blue	Pale Gold	Medium Havana

OPTICIAN'S TIPS

- Acetate temples are easy to adjust
- Metal pad arms are easily adjusted

PRESCRIPTION

- Depth of lens is suitable for progressive lenses, classic design
- Butterfly lens shape will fit any kind of lenses
- Progressive Friendly: Yes, Classic



PR 62TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- Evolving the unmistakable aesthetic of the best seller Cinéma Story (launched 2013), this up-to-date round optical style features a contemporary light metal construction with an innovative lens mount system that creates distinctive” voids at intervals along the lens and an unusual hollow profile bridge shape
- Distinctive Cinéma flat metal temples feature acetate temple tips in rich colours, including 2 exclusive hibiscus print variants that recall the Prada FW16 floral prints collection

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	50/20/44.7/52.6/135
	52/20/46.5/54.7/135

KEY SELLING POINTS

- These ultra-fine metal shapes present a shape variation on the all new take of the iconic Cinéma theme launched in March this year, offering a lighter, more clean-cut interpretation of contemporary glamour with cutting-edge inspired style
- The rich metal & acetate colour palette offers a varied tonal range for women who love to act their part in the world of modern luxury without sacrificing refined easy-to-match style that literally goes from “Morning to night”
- 2 sizes, light frame volumes, adjustable hypoallergenic nose pads and soft to the touch acetate temple tips guarantee an easy to fit style and personalized comfort
- PRADA logo engraved on temples for understated, exclusive luxury branding

Colours	Rims	Temples	Tips
VHJ1O1	Black	Antique Lead	Medium Havana
1BC1O1	Silver	Silver	Top Dark Green/Ibiscus Serigraphy on the Inside
VHI1O1	Brown	Antique Gold	Pink Havana
ZVN1O1	Pale Gold	Pale Gold	Top Brown/Ibiscus Serigraphy on the Inside

PRESCRIPTION

- Progressive Friendly: Yes, Classic



PR 11TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- These easy to wear acetate optical shapes feature distinctive shape variations of the incredibly successful Cinéma story launched in July 2013
- This deep rectangular acetate shape in sophisticated tones of black and exclusive Prada Havanas is paired with pale gold or antique gold metal temples and contrasting acetate temple tips in unusual bi-colour variations, including tones of grey, orange, dark green and brown paired with the exclusive hibiscus print inside the temple tips to add a subtle colour accent

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	51/17/43.7/54.1/140
	53/17/45.4/56.3/140

KEY SELLING POINTS

- Thanks to a play on sophisticated optical textures, up-to-date exclusive details and fine metallic tones, the impeccable design of these unique frames offer varied appeal – providing both a striking contemporary look glamour and a fashionable, but more conservative look for different tastes
- The exclusive colour palette offers versatile classics and luminous optical textures for a refined, fashion inspired style designed to suit all occasions and any complexion
- The understated addition of the hibiscus print features on fabrics from the FW16 men's collection on the inside of the temple tips underlines the strong link of Prada luxury eyewear to the Prada universe of fashion
- The polished premium acetate rims are soft to the touch while light, strong metal temples and adjustable acetate temple tips guarantee personalised comfort and a strong, resilient frame for lasting style
- 2 sizes facilitate easy fitting

Colours	Frame	Temples	Tips
1AB1O1	Black	Pale Gold	Black
2AU1O1	Havana	Pale Gold	Top Bordeaux on Grey Base
7S01O1	Medium Havana	Antique Gold	Top Dark Green/Ibiscus Serigraphy on the Inside
UAO1O1	White Havana	Antique Gold	Top Grey on Orange Base
UE01O1	Pink Havana	Antique Gold	Top Brown/Ibiscus Serigraphy on the Inside

OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions
- Depth of lens is suitable for progressive lenses, classic design
- Rectangle lens shape will fit any kind of lenses
- Progressive Friendly: Yes, Classic



PR 15TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CATWALK
- THEME NAME CINÉMA

INSPIRATION AND DESCRIPTION

- These easy to wear acetate optical shapes feature distinctive shape variations of the incredibly successful Cinéma story launched in July 2013/4
- This distinctive round acetate shape in deep tones of black and exclusive Prada Havanas features a distinctive double bridge and characteristic Cinéma flat metal temples in tones of pale gold or antique gold metal temples and contrasting acetate temple tips in bi-colour variations, including exclusive hibiscus print inside for a subtle hint of colour

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	50/21/45.4/53.9/140
	52/21/47.3/56/140

KEY SELLING POINTS

- Thanks to a play on sophisticated optical textures, up-to-date exclusive details and fine metallic tones, the impeccable design of these unique frames offer varied appeal – providing both a striking contemporary look glamour and a fashionable, but more conservative look for different tastes
- The exclusive colour palette offers versatile classics and luminous optical textures for a refined, fashion inspired style designed to suit all occasions and any complexion
- The understated addition of the hibiscus print features on fabrics from the FW16 men's collection on the inside of the temple tips underlines the strong link of Prada luxury eyewear to the Prada universe of fashion
- The polished premium acetate rims are soft to the touch while light, strong metal temples, adjustable nose pads and adjustable acetate temple tips guarantee personalised comfort and a strong, resilient frame for lasting style
- 2 sizes facilitate easy fitting

Colours	Frame	Double Bridge/Temples	Detail
1AB1O1	Black	Pale Gold	Black
2AU1O1	Havana	Pale Gold	Top Bordeaux on Grey Base
7S01O1	Medium Havana	Antique Gold	Top Dark Green/Ibiscus Serigraphy on the Inside
UA01O1	White Havana	Antique Gold	Top Grey on Orange Base
UE01O1	Pink Havana	Antique Gold	Top Brown/Ibiscus Serigraphy on the Inside

OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust
- Metal pad arms are easily adjusted

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions
- Depth of lens is suitable for progressive lenses, classic design
- Panthos lens shape will fit any kind of lenses, also high positive lenses
- Progressive Friendly: Yes, Classic



PR 12TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT HERITAGE
- THEME NAME HANDBAG LOGO

INSPIRATION AND DESCRIPTION

- Inspired by the PRADA Heritage of exquisite craftsmanship and unorthodox combinations, this glamorous geometric sun shape features a sophisticated play on bold volumes, exclusive Prada “twill-inspired” FW16 colours and iconic details on contemporary bi-layer temples
- The edges of this deep squared optical shape are polished down for a softer visual effect and further lightened by exclusive zig-zagged acetate tones, while the medium-wide temples feature the unmistakable Prada Handbag logo set under varnish for luxury appeal

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	51/17/43.1/57/140
	53/17/44.7/59.2/140

KEY SELLING POINTS

- A classic interpretation of a signature symbol make these frames icons of high impact glamour with a unique approach to luxury branding
- The contrasting tones of the frontal/temple structure give the frame an eye catching modern look and emphasise the bold feminine spirit of smart Prada women
- The varied palette features exclusive Prada “zig-zagged” and bi-layer tones in rich catwalk inspired colours suited to a range of tastes and ages for a sophisticated contemporary take on iconic colour, as well as super versatile black and classic havana for passepartout style
- The flawlessly polished finish of these carefully balanced, premium acetate frames offers a luxury look & feel and long-lasting quality style

Colours	Frame	Temples	Detail
1AB1O1	Black	Black	Pale Gold
2AU1O1	Havana	Havana	Pale Gold
VAN1O1	Zig-zagged Grey and Orange	Top Grey on Orange Base	Pale Gold
VAO1O1	Zig-zagged Grey and Brown	Top Green on Grey Base	Pale Gold
VAP1O1	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base	Pale Gold

OPTICIAN'S TIPS

- Acetate temples are easy to adjust

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative prescriptions
- Depth of lens is suitable for progressive lenses, classic design
- Soft Rectangle (Pillow) lens shape will fit any kind of lenses
- Progressive Friendly: Yes, Classic



PR 14TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CONCEPTUAL
- THEME NAME LETTERING LOGO

INSPIRATION AND DESCRIPTION

- The elegant proportions of this light, fashionable phantos optical shape feature a new interpretation of distinctively shaped PRADA temples and a brand new inset metal hinge construction that appears on the frontal as a perfectly flat, signature triangular rivet
- The varied colour palette features versatile monotone SKUs in classic black or havana as well as modern tones of dark green or grey and bi-layer temples featuring exclusive Hibiscus prints

FEATURES

Gender	Man
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	50/19/43.1/52.2/145
	52/19/44.8/54.3/145

KEY SELLING POINTS

- This frame offers a structural expression of aesthetic refinement that relies on sophisticated conceptual references in the form of fine metal elements, rich tones and allegoric shapes: the brand new inset metal hinge construction that appears on the frontal as a perfectly flat, signature triangular rivet
- The fine, polished profiles of this premium acetate frame offers a perfectly smooth, soft to the touch feel and lasting luxury finish, while fully adjustable, light acetate temples guarantee personalised all day comfort
- The refined palette features rich Prada havana and modern black, as well as dark seasonal colours and exclusive prints to offer both iconic looks for passepartout versatility and a fresh, more contemporary look
- PRADA logo set under varnish on the raised section of the temples for high profile branding

Colours	Frame	Temples	Details
1AB1O1	Black	Black	Silver
2AU1O1	Havana	Havana	Silver
VAS1O1	Green	Top Dark Green/Ibiscus Serigraphy on the Inside	Silver
VAT1O1	Grey	Top Brown/Ibiscus Serigraphy on the Inside	Silver
VAU1O1	Havana	Havana	Silver

OPTICIAN'S TIPS

- Acetate temples are easy to adjust

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions
- Depth of lens is suitable for progressive lenses, classic design
- Oval lens shape will fit any kind of lenses
- Progressive Friendly: Yes, Classic



PR 13TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CONCEPTUAL
- THEME NAME LETTERING LOGO

INSPIRATION AND DESCRIPTION

- The fine proportions of this vintage-inspired phantos optical shape features a distinctively shaped PRADA “pen-nib” temple with the PRADA metal lettering logo set under varnish
- Refined volumes of this acetate frontal feature a softly shaped key-hole bridge and very thin profiles, while the palette sees light-infused transparent frontals paired with shimmering opal temples in tones blue or green as well as iconic Prada havana and rich black for easy to match, passepartout elegance

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	49/20/44.3/52.5/145
	51/20/46.1/54.6/145

KEY SELLING POINTS

- The aesthetic refinement of this distinctive frame uses fresh colour variations to bring retro-inspired elegance up to date with a touch of luxuriant flair
- The refined palette both features rich Prada havanas, modern black and light-infused transparent and opal tones for an understated take on both contemporary style and passepartout versatility
- The fine, polished profiles of this premium acetate shape offer a perfectly smooth, soft to the touch feel and lasting luxury finish
- Available in 2 sizes, with adjustable acetate temples to guarantee easy to fit, personalised all day comfort
- PRADA logo set under varnish on both temples for unmistakable brand identity

Colours	Frame	Temples
1AB1O1	Black	Black
2AU1O1	Havana	Havana
VAV1O1	Transparent Blue	Opal Blue
VAW1O1	Transparent Brown	Opal Brown

OPTICIAN'S TIPS

- Acetate temples are easy to adjust

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions
- Depth of lens is suitable for progressive lenses, classic design
- Panthos lens shape will fit any kind of lenses, also high positive lenses
- Progressive Friendly: Yes, Classic



PR 60TV

**image not final yet*

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CONCEPTUAL
- THEME NAME LETTERING LOGO

INSPIRATION AND DESCRIPTION

- The fine proportions of this vintage-inspired phantos optical shape in metal features a distinctively shaped double bridge in contrasting metal tones and distinctive PRADA “pen-nib” acetate temples with the PRADA metal lettering logo set under varnish
- The fine profiles of this metal frontal feature a deep colours and modern matte finishes and are paired with shimmering opal temples in tones of blue or green as well as iconic Prada havana and rich black for easy to match, passepartout elegance

FEATURES

Gender	Man
Front Material	Metal
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	49/20/43.9/52.3/135
	51/20/45.7/54.9/135

KEY SELLING POINTS

- The aesthetic refinement of this distinctive frame adopts on-trend metal constructions and fresh colour variations to bring retro-inspired elegance up to date with a touch of edgy, yet luxuriant flair
- The refined palette both features rich Prada havanas, modern black and light-infused opal tones for an understated take on both contemporary style and passepartout versatility
- The fine profiles of this premium metal&acetate shape offer a lightweight, resilient style and lasting luxury finish
- Available in 2 sizes, with adjustable acetate temples to guarantee easy to fit, personalised all day comfort
- PRADA logo set under varnish on both temples for unmistakable brand identity

Colours	Frame	Double Bridge	Temples
1AB1O1	Black	Antique Lead	Black
LAH1O1	Matte Brown	Silver	Opal Light Brown
DHO1O1	Brown	Antique Gold	Havana
VAZ1O1	Dark Blue	Pale Gold	Opal Blue

OPTICIAN'S TIPS

- Acetate temples are easy to adjust
- Metal pad arms are easily adjusted

PRESCRIPTION

- Depth of lens is suitable for progressive lenses, classic design
- Panthos lens shape will fit any kind of lenses, also high positive lenses
- Progressive Friendly: Yes, Classic

PRADA

JULY 2016 SUN COLLECTION
COLOUR REFRESH



PR 14SS

FEATURES

Gender	Woman
Front Material	Acetate/ Saffiano
Temple Material	Acetate
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	49/26/42.5/53.2/140
Shape	Irregular

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT ABSOLUTE
- THEME NAME ORNATE

Colour	Frame	Front	Double Bridge	Temples	Lenses
VHA 3D0	Caramel Havana Top/ Black Bottom	Black Saffiano Leather	Pale Gold	Caramel Havana	Brown Gradient
VHB 5S0	Light Havana Top/ Bottom Ivory	Black Saffiano Leather	Pale Gold	Black	Dark Grey
VHC 4K0	Medium Havana Top/ Amaranth Bottom	Black Saffiano Leather	Pale Gold	Medium Havana	Light Grey Gradient



PR 53SS

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	52/22/44.4/57/140
Shape	Irregular

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

Colour	Frame	Temples	Tips	Lenses
1AB6N2	Black	Silver	Black	Light Grey Mirror Silver
2AU6O0	Havana	Pale Gold	Havana	Light Brown Mirror Gold
7S06N0	Medium Havana	Antique Gold	Medium Havana	Brown/Orange
UAO6O2	White Havana	Antique Gold	White Havana	Violet



PR 23SS

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	52/22/44.4/57/140
Shape	Phantos

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINEMA

Colour	Frame	Temples/ Bridge	Tips	Lenses
1AB6N2	Black	Silver	Black	Light Grey Mirror Silver
UAO6O2	White Havana	Antique Gold	White Havana	Violet
USE1C0	Striped Brown	Pale Gold	Striped Brown	Light Brown Mirror Gold



PR 62SS

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	53/19/47.8/55.9/140
Shape	Phantos

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

Colour	Rims	Temples	Tips	Lenses
1AB5S0	Black	Pale Gold	Medium Havana	Grey Gradient
1BC6N0	Silver	Silver	White Havana	Brown/Orange
7OE6O2	Antique Gold	Antique Gold	Pink Havana	Violet



PR 54SS

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	59/20/54.8/61/140
Shape	Round

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME CINÉMA

Colour	Brow Bar	Rims	Temples	Tips	Lenses
LAX6N0	Black	Antique Gold	Antique Gold	White Havana	Brown/Orange
LAX6O2	Black	Antique Gold	Antique Gold	Pink Havana	Violet
VAQ1C0	Metallized Pale Gold	Pale Gold	Pale Gold	Black	Light Brown Mirror Gold



PR 16RS

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	56/19/49.8/59.9/135
Shape	Irregular

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT HERITAGE
- THEME NAME TRIANGLE LOGO

Colour	Frame	Temples	Lenses
VAN9K1	Zig-zagged Grey and Orange	Top Orange on Grey Base	Dark Grey
VAO4J1	Zig-zagged Grey and Brown	Top Grey on Green Base	Dark Green
VAP0A7	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base	Grey Gradient



PR 56SS

FEATURES

Gender	Man
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	59/13/49.9/67.5/140
Shape	Pilot

PRADA

- COLLECTION JULY 2016 - SUN
- SEGMENT CATWALK
- THEME NAME SS16 MAN SPECIAL PROJECT

Colour	Frame	Tips	Lenses
5AK4L0	Gold	Havana	Dark Grey Mirror Gold
5AV7W1	Lead	Medium Havana	Grey Mirror Silver



PR 26SV

FEATURES

Gender	Woman
Front Material	Acetate/ Saffiano
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	51/21/42.8/56.2/140
Shape	Cat-eye

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT ABSOLUTE
- THEME NAME ORNATE

Colour	Frame	Front	Bridge	Temples
VHA 101	Caramel Havana Top/Black Bottom	Black Saffiano Leather	Pale Gold	Caramel Havana
VHB 101	Light Havana Top/Bottom Ivory	Black Saffiano Leather	Pale Gold	Black
VHC 101	Medium Havana Top/Amaranth Bottom	Black Saffiano Leather	Pale Gold	Medium Havana



PR 28SV

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	52/16/42.3/56.5/140 54/16/43.9/58.6/140
Shape	Cat-eye

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT CATWALK
- THEME NAME CINEMA

Colour	Frame	Temples	Tips
7S0101	Medium Havana	Antique Gold	Top Dark Green/Ibiscus Serigraphy on the Inside
DH0101	Brown	Antique Gold	Top Grey on Orange Base
UE0101	Pink Havana	Antique Gold	Top Brown/Ibiscus Serigraphy on the Inside



PR 11RV

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	52/41.2/41.2/55.7/55.7 50/39.6/39.6/53.5/53.5
Shape	Cat-eye

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT HERITAGE
- THEME NAME TRIANGLE LOGO

Colour	Frame	Temples
VAN1O1	Zig-zagged Grey and Orange	Top Grey on Orange Base
VAO1O1	Zig-zagged Grey and Brown	Top Green on Grey Base
VAP1O1	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base

Progressive Friendly: Yes, Classic



PR 29RV

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	52/17/39.6/57.9/140 54/17/41.1/60.1/140
Shape	Cat-eye

PRADA

- COLLECTION JULY 2016 - OPTICAL
- SEGMENT HERITAGE
- THEME NAME TRIANGLE LOGO

Colour	Frame	Temples
VAN1O1	Zig-zagged Grey and Orange	Top Grey on Orange Base
VAO1O1	Zig-zagged Grey and Brown	Top Green on Grey Base
VAP1O1	Zig-zagged Bordeaux and Green	Top Bordeaux on Grey Base

Progressive Friendly: Yes, Classic



PRADA