

JOHN R I C H M O N D

JOHN RICHMOND EYEWEAR & JET SET GROUP

MIDO 2023

JOHN RICHMOND for MIDO 2023 presents its eyewear collection for the Spring Summer season. A licensing agreement established in 2021 with Jet Set Group, that confirm its presence in a market that has now become a true lifestyle. The collection comes with the launch of thirty new sunglasses and optical models presented to the one of the most important global eyewear fairs.

Materials, volumes, and details: these are the keywords of an eyewear collection designed for men and women that exactly reflects the JOHN RICHMOND style and soul. Micro and macro studs, volumes with original proportions, sculptures, important logos and XXL eyewear chains with a rock soul. Top quality acetate materials give life to a product with unique technical savoir faire. The total black protagonist in a chromatic color palette followed by the ever-present havana, blue, military green and dark red. The Highlight of this collection is a limited edition with a denim temple, all-over logo mirrored sunglasses and feather details for an acetate model.

Inspired by a scenario that speaks directly to the consumer with a distribution that will see JOHN RICHMOND's eyewear presence in the online www.johnrichmond.com and inside the brand's boutiques, supported by the best optical shops on the market. A collaboration - the one with Jet Set Group - that confirms its path of two successful years for JOHN RICHMOND on the international scene.