

PRADA

EYEWEAR

Prada is synonymous with a style that has often anticipated and dictated aesthetic trends.

Innovative spirit, curiosity and strong artisan traditions are the tangible signs of the brand's values that pervade the entire manufacturing process, from creation to shop floor.

SPRING/SUMMER 2016 PRADA EYEWEAR COLLECTION - WOMEN

The new Spring/Summer 2016 Prada eyewear collection for women is characterised by a harmonious blend of vintage notes and contemporary geometries.

Perfectly reflecting Prada's DNA, the new collection overturns the codes of elegance, by playing with fashion staples in a provocative way. The collection weaves together graphic touches, geometric lines and large, classic shapes, stylistically reinterpreting the silhouettes.

The new Prada Mod glasses flaunt an elegant design, highlighted by a sophisticated construction with acetate detailing framed by metal profiles. A creative mix of 1960s inspirations and contemporary notes.

SPRING/SUMMER 2016 PRADA EYEWEAR COLLECTION - MEN

The new Spring/Summer 2016 Prada eyewear models for men mark the stylistic evolution of Prada Men, reflecting the collection's casual and unconventional attitude.

Slim profiles and informal lines define the glasses of Prada's Spring/Summer 2016 special project. The new minimalist metal frames are revisited with 'pop' accents: bright, vibrant hues are the common thread running throughout the entire collection, recalling a 1980s sporty attitude.

The new models of Prada's eyewear collection for men come in a variety of shapes, all defined by a clean-cut aesthetic and geometric detailing, staying true to a sober, understated style.

PRADA WOMEN

Spring/Summer 2016 Prada Mod Special Collection

SPR 59S Model

Hot off the Spring/Summer 2016 catwalk, these women's squared sunglasses of the Prada Mod special project are marked by geometric lines and a creative combination of metal profiles and acetate inserts. The array of colours combines elegant tones of Black, Tobacco, Marble and White with graphic touches of colour on the temples. Prada lettering logo.

SPR 60S Model

Recalling the fashion show eyewear models, these butterfly-shaped sunglasses feature a sophisticated construction with coloured acetate inserts on both sides of the front, entirely framed by a metal profile. The palette reflects the ready-to-wear colours with classic, natural shades of Black, Marble and Tobacco, enlivened by bright hues of Red and Blue. Prada lettering logo.

VPR 05T Model

This optical frame, entirely made from acetate, is a new take on the fashion show models, featuring the sunglasses' distinctive graphic profiles. Rectangular metal details on the front are the leitmotif of the entire collection, a byword for modern elegance. Available in nuances of Black and classic and medium Tortoise, as well as in the season's colours of Red and crystal Marble. Prada lettering logo.

VPR 06T Model

The rigorous profiles taper on this optical frame of the new Spring/Summer 2016 Prada Mod collection. This softly rounded model reinterprets the signature geometric design with a large, exquisitely feminine front. The temples are enlivened by graphic touches of colour, creatively matched with fronts in shades of Black, classic and medium Tortoise, Red and crystal Marble. Prada lettering logo.

Prada Eyewear collection for women - sunglasses

SPR 18S Model

Prada presents a new creative evolution of the 'Soft Pop' special collection. The large butterfly front is enriched by a fine metal double bridge, staying true to the distinctive slim profiles. Available in Black, Tortoise, Talc Tortoise and Pink. Prada lettering logo.

SPR 21S Model

Creativity meets elegance in these sunglasses of the new Prada eyewear collection. The large, feminine front is defined by a triangular detail in contrasting colours. The frame is characterised by thick profiles and clean-cut lines. The palette includes colour combinations between the front and temples: Black with Tortoise, Tortoise with Blue, medium Tortoise with Black, Talc Tortoise with Red, Amaranth with Charcoal Grey. Prada lettering logo.

SPR 53S Model – *Prada Cinéma Collection*

The iconic Prada Cinéma collection creatively evolves, giving life to a new sunglass model for Spring/Summer 2016. The squared acetate front with thick profiles is enhanced by the sophisticated, modern construction of the metal upper front profile and temples. Presented in Black, classic Tortoise and Pink, as well as in *dégradé* versions of Blue and Grey. Engraved Prada logo.

Prada Eyewear collection for women – optical frames

VPR 02T Model

Prada presents a women's retro-inspired optical frame for its Spring/Summer 2016 collection. The large cat-eye front is revisited with bold profiles. The brand's great attention to detail translates into exclusive design elements, such as the fine triangular detail in contrasting hues on the front. The palette explores elegant colour combinations between the front and temples: Black with Tortoise, Tortoise with Talc, medium Tortoise with Blue, Charcoal Gray with Red, Tortoise with Amaranth. Prada lettering logo.

VPR 55S Model – *Prada Cinéma Collection*

A stylistic evolution of the iconic Prada Cinéma design. For its Spring/Summer 2016 collection, Prada reinterprets the classic cat-eye shape with a new women's optical frame defined by a sophisticated construction that combines a large front with slim metal temples. The temple tips are creatively matched with touches of colour on the front in shades of Black, Green, Pink and Amaranth. Engraved Prada logo.

PRADA

EYEWEAR

PRADA MEN

Spring/Summer 2016 Prada Special Collection

SPR 56S Model

Presented at the SS16 menswear fashion show, Prada's special collection playfully overturns the classic codes of elegance. Slim profiles and informal lines identify these teardrop-shaped sunglasses. The coloured enamelled metal front is outlined by the distinctive transparent acetate bridge in contrasting nuances with the frame. Available in classic hues of Black and Grey, as well as in lively shades of Yellow and Orange. Engraved Prada logo.

SPR 57S Model

Squared geometric profiles and bright touches of colour. These men's sunglasses of the Prada special collection, which hit the catwalk at the Spring/Summer 2016 ready-to-wear show, reinterpret the classic pilot shape with subtle nods to the 1980s and modern symmetries. The enamelled metal front is embellished with the distinctive transparent acetate bridge, perfectly reflecting the mood of the collection. These sunglasses come in tones of White, Anise, Black and Grey. Engraved Prada logo.

Prada Eyewear collection for men - sunglasses

SPR 22S Model

Prada reinterprets the classic panto shape for these sunglasses of the new Prada Eyewear collection for men. The acetate frame flaunts slim profiles and a lightweight feel. The metal bridge adds a refined touch. Available in striped Black, Tortoise, Camouflage and Brown. Prada lettering logo.

SPR 61S Model

For Spring/Summer 2016, Prada showcases a classic squared sunglass model for men. A large, clean-cut design defines the semi-rimless metal front, creatively combined with linear-shaped temples. The colour palette includes classic hues of Black, as well as matte versions of Black, Brown and Charcoal Grey. Prada logo plaque.

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Prada Eyewear collection for men - optical frames

VPR 03T Model

This men's optical frame of the new Spring/Summer 2016 collection is all about an elegant design and vintage notes. The irregular panto acetate front features tapered profiles, while the temples are embellished with a fine interplay of bevelled edges. The acetate frame is enhanced by a metal bridge. Available in striped Black, Tortoise, Camouflage and Brown. Prada lettering logo.

VPR 54T Model

Essentiality and attention to detail are the watchwords for this square-shaped optical frame. An exclusive mix between the metal front and acetate temples conveys the refined elegance that characterises the entire collection. Presented in Black, Green, matte Brown and matte Grey. Prada logo plaque.