

**marimekko®**



MARIMEKKO OPTICAL COLLECTION:  
“TIMELESS DESIGN WITH JOY  
AT THE HEART”

When Marimekko was founded in 1951, its bold colours and unconventional prints gave the company a strong and unique identity. Marimekko’s courageous, positive and empowering way of life is translated into the optical eyewear collection through selected classic prints and a unique colour palette celebrating the company’s art of print making. The love of nature has inspired brushed wood effect finishing, while Marimekko’s timeless dialogue between colours comes alive through the play of contrasts with palettes and materials.

**marimekko**<sup>®</sup>  
eyewear



**marimekko®**

eyewear

## MARIMEKKO SUN: COLOUR EXPLOSION

The Finnish brand's signature prints and the unique colour palettes are two fundamental elements of Marimekko design.

Inspired by this colourful brand heritage, the sunglasses collection features refined and sophisticated silhouettes hand-finished by a unique use of colour in a never ending dualism between materials and shades.

The materials used include matt finished stainless-steel and sophisticated hand-crafted acetates. The colour palette features shades of the blue sky, earthy browns and warm reds.

In addition to that, the minimal discreet exterior branding is totally aligned with the other Marimekko product lines. The brand becomes recognisable through the iconic prints and the joyful colours.















## LAUNCH PLANNING 2015

The first optical products of the new eyewear collection, conceived and developed by Mondottica in collaboration with the Marimekko design team, will first hit the Finnish market in August 2015 gearing up to the global launch of the whole collection including also sunglasses at the end of 2015.

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eyewear



SUMMER CATWALK IN HELSINKI IN MAY





SUMMER CATWALK IN HELSINKI IN MAY





## MARIMEKKO LAUNCH: THE FIRST STEPS

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### PRESS EVENT IN HELSINKI IN JUNE





## THE COLLECTION

Timeless design with joy at the heart.

Original Marimekko prints as expression of the brand design.  
Brushed wood finishing to recall Marimekko's love for nature.

Minimal discreet exterior branding to be in line with the other  
Marimekko product lines. The brand becomes recognisable  
through the popping prints and the unique colour palette.

Good balance of styles. The offer is wide and goes from  
everyday wearable models with an easy fit to iconic pieces  
inspired by the brand's heritage.

Play of contrasts with colours and/or material effects inspired  
by the colourfulness of the brand. Each model includes  
a creative combination of the following:

- Brushed wood effect and shiny finishing
- Colour contrasts
- Metal and acetate
- Full colours and printed patterns



## THE THEMES

### Iconic Patterns

Use of Marimekko's most iconic elements on up-to-date shapes.



### Colour & Contrast / Power of Color

Wearable shapes, original colour-block associations.



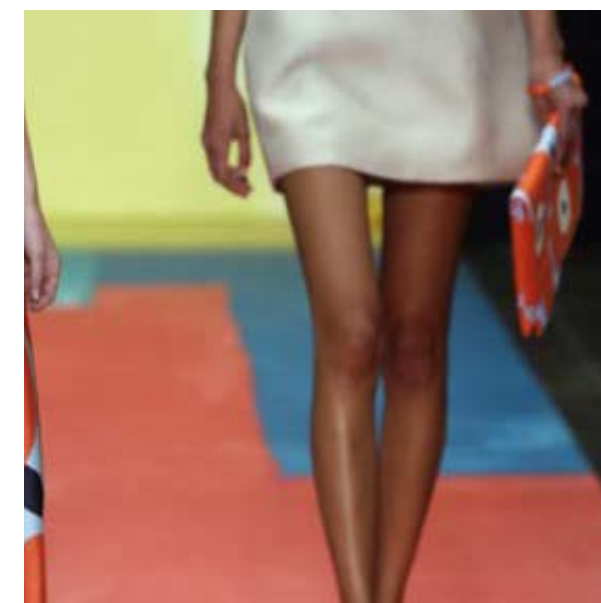
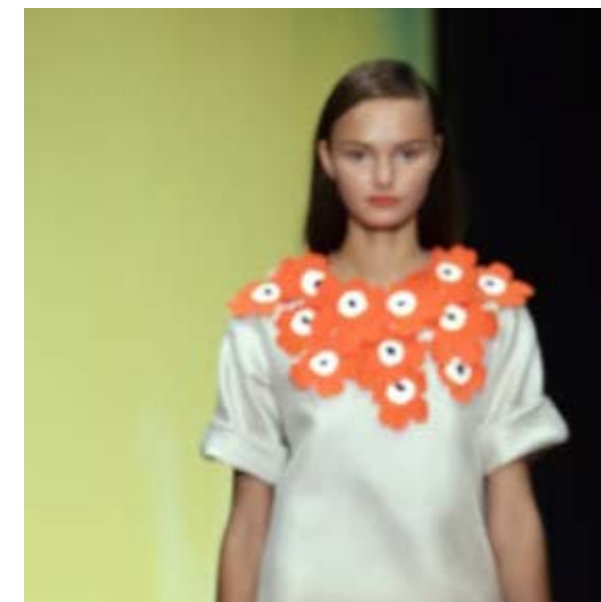


## ICONIC PATTERNS

No logo is needed to identify the Marimekko style – the patterns speak for themselves!

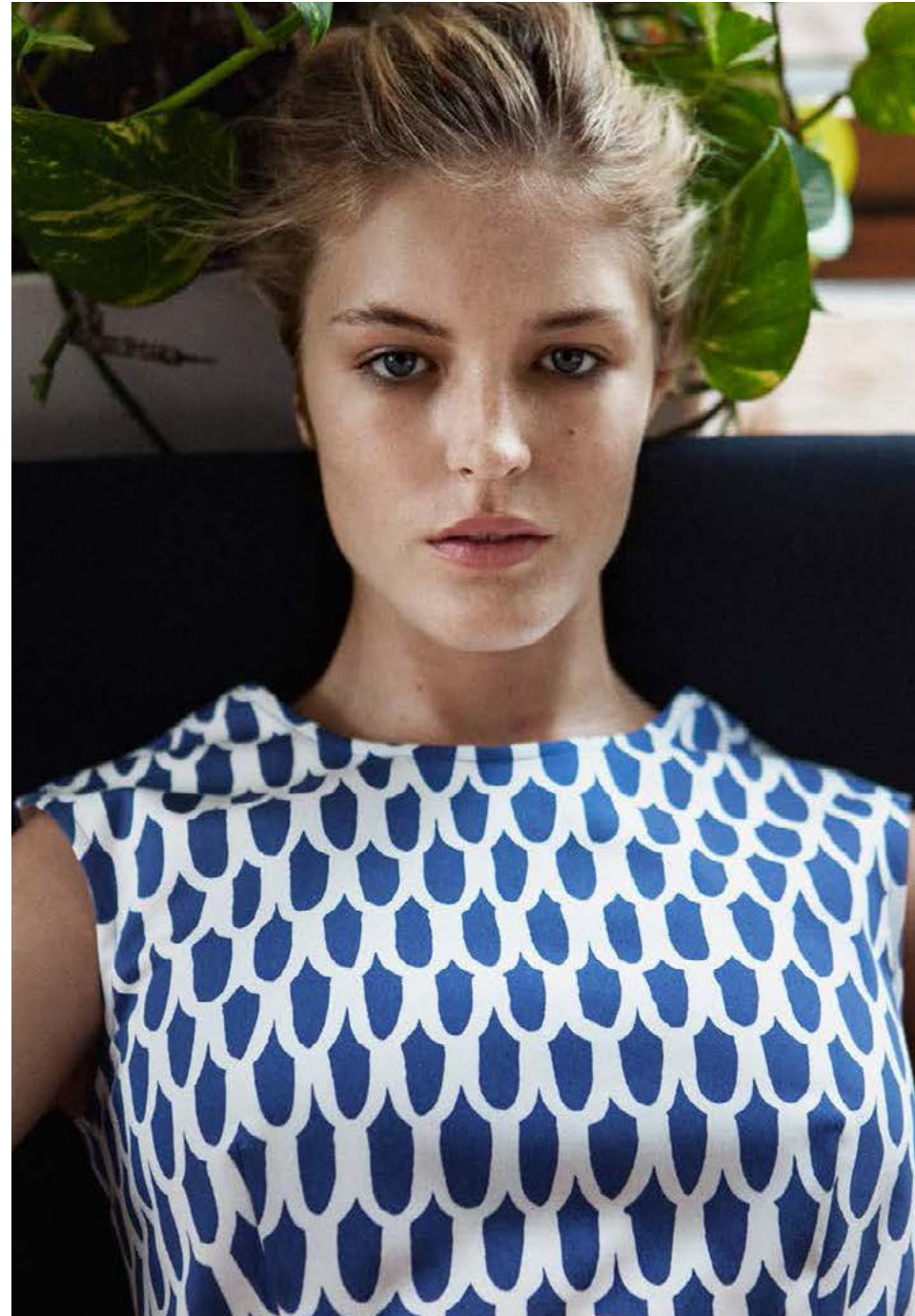
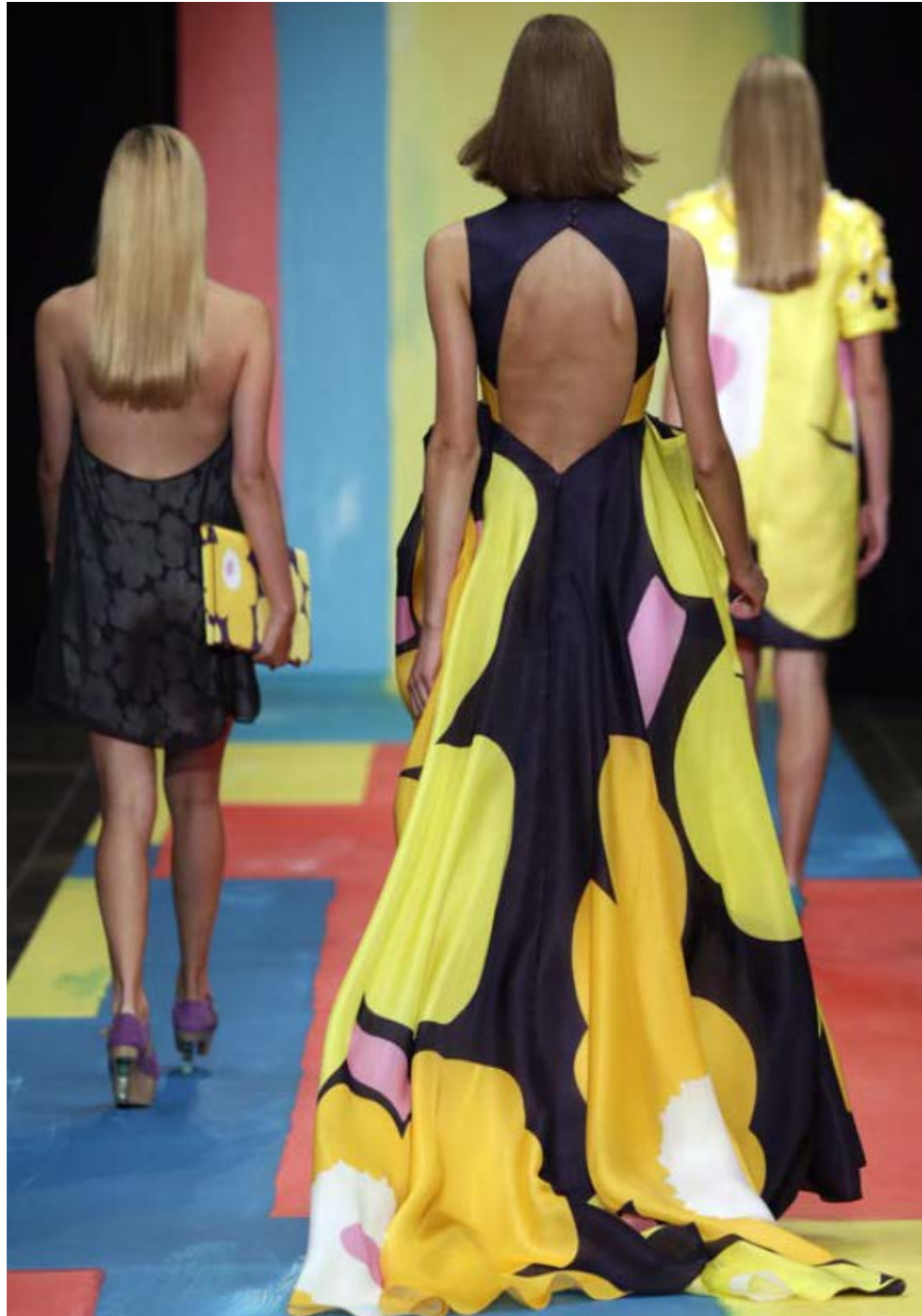
The patterns are not just a decoration; they are part of the frame. They become the signature of the glasses.

In the eyewear collection, a selection of prints has been used. Unikko (poppy) in its different versions is the most iconic one. 2014 marked the 50th anniversary of Unikko, which was celebrated in a variety of ways around the world. Over the years, Unikko has established itself as one of Marimekko's most beloved classics. It has blossomed in more than eighty unique colourways, each conveying the mood and spirit of its own time. It has also found uses on many kinds of surfaces, including interior.





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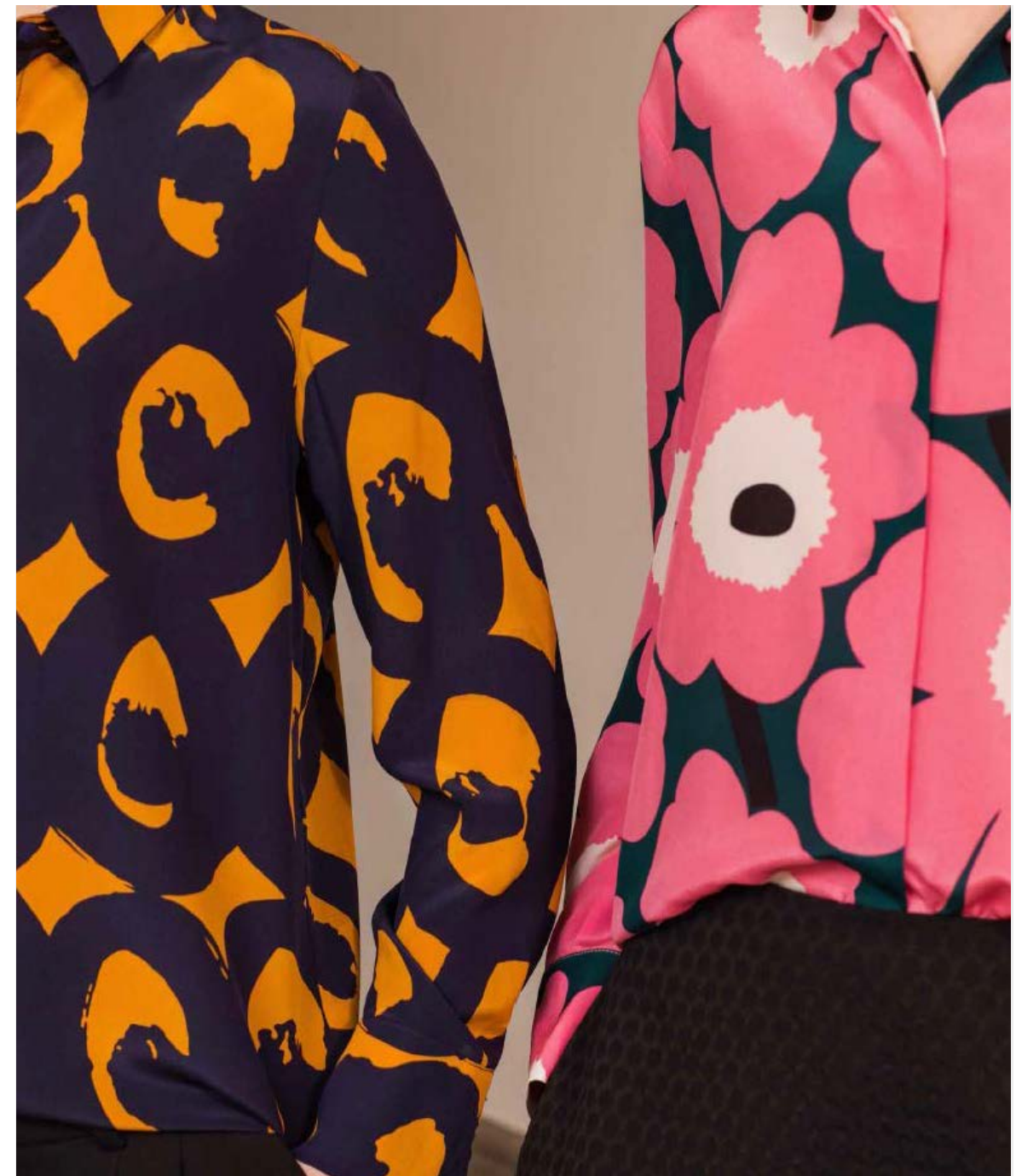




## COLOUR & CONTRAST / POWER OF COLOUR

This range of glasses is inspired by the power of colour.  
Mix and match are the key words!

Marimekko's spirit is expressed through the play of colour  
contrasts and the associations of shiny and brush finishings.



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#### PRINTED ACETATE

Patterns are at the heart of Marimekko's DNA. Iconic prints are digitally printed onto white layers, they are then heat pressed and laminated to form layers, and sealed with crystal acetate.



#### ULTRA-LIGHT STEEL FRAME

T shape rim wire for an extreme light and sophisticated effect.



#### WOOD BRUSHED EFFECT

Inspired by one of the principal theme of Marimekko's collection: raw nature. Matt-brushed acetate finishing evokes a natural finished texture, like raw wood.



#### LAMINATION

Double colourations are created thanks to a process called lamination: acetone is used to bond two (or more) acetates with different textures/ colours/ transparency together.



## UNIKKO: THE LEGEND

Unikko (poppy) was born in 1964 after Armi Ratia, Marimekko's founder, had announced that Marimekko would never print a flower pattern. Designer Maija Isola refused to obey Armi's orders and – in protest – created an entire series of gorgeous floral prints. One of them was Unikko that has become a story of creativity, strength, courage and faith in oneself.





## ROUND SUNGLASSES

This model has been created taking inspiration from Marimekko's archives.

The rounded lenses recall the big black dots that are infinitely repeated in the ISOT KIVET print, one of the most popular Marimekko's patterns.



### VINTAGE TOUCH

This style has a vintage soul: the shape takes inspiration by Jackie Kennedy's most favorite sunglasses and the striped print gives to the frame an additional retro touch.

This model embodies an important moment of the history of Marimekko. Jackie Kennedy opted to wear Marimekko's designs for the U.S. Presidential Election in 1960 to look modern, youth and stylish but also approachable. Marimekko's dresses not only emphasized Jackie's personality, but also reflected the spirit of the time, expressing through their bright colours a strong optimism.



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OPTICAL COLLECTION 2015





**MM1001 EEVA** 56/13-140

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003 BLACK

PDM007812



003 BLACK



167 BROWN



277 RED



736 PURPLE



**MM1002 NIINA** 55/16-140

**marimekko®**

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003 BLACK



003 BLACK



167 BROWN



675 BLUE



736 PURPLE







001 BLACK



203 BURGUNDY



232 RED



675 BLUE







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001 BLACK



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102 TORT



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603 BLUE TORT



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701 PURPLE TORT







003 BLACK



167 BROWN



287 BURGUNDY



736 PURPLE







001 BLACK



102 TORT



105 HAVANA



603 BLUE TORT



**MM3001 MIA** 53/15-140

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002 BLACK

PDM007821



002 BLACK



162 BROWN



636 BLUE



758 PURPLE







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002 BLACK



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162 BROWN



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245 BURGUNDY



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636 BLUE







002 BLACK



162 BROWN



257 RED



758 PURPLE

**MM3004 PIRKKO** 50/17-140

**marimekko®**

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002 BLACK

PDM007825





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002 BLACK



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162 BROWN



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257 RED



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636 BLUE





002 BLACK



162 BROWN



200 BURGUNDY



636 BLUE